

# AIR TRANSPORTATION

Vol. 26, No. 5

THE AIR MAGAZINE FOR THE BUSINESS EXECUTIVE

MAY, 1955



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Two Jumps Ahead of Competition

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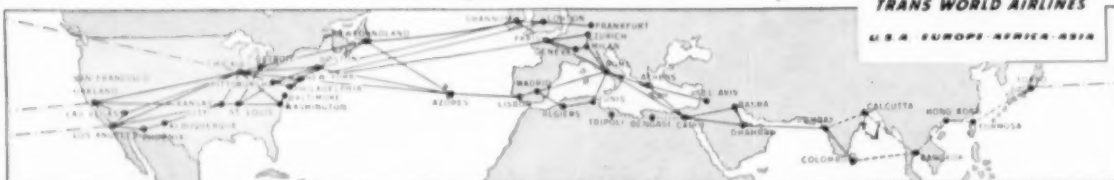
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VOL. 26

MAY, 1955

No. 5

## Miami-Panama Service By APA Opens May 6

MIAMI—May 6 is the inaugural date of a new scheduled air service between Miami and Panama by Aerovias Panama. The Panamanian airline, it is reported, will operate the service under a contract arrangement with Trans-Caribbean Airways.

President of APA is Heraclio Barletta, one of the leaders of Panama's National Assembly. Alejandro Remon, vice president, also holds the office of Minister of Government and Justice. Victor Inchausti is the line's secretary-treasurer, and Captain Juan Mas heads operations.

An office has been established in New York at the Hotel Warwick, 65 West 45 Street. It is jointly managed by Carlos T. Carranza, traffic and sales manager, and Yolanda Texidor, executive secretary.

## Seattle Office for JAL

SEATTLE—Japan Air Lines has established temporary offices at 218 Third Avenue South in this city. District sales manager is Peter Ohtaki, formerly with Northwest Orient Airlines.

# New IATA Cargo Rates Across The Atlantic Go Into Effect July 1

July 1 is the official date for the inauguration of the new system of rates for air cargo shipments between North America and Europe, according to an announcement by the International Air Transport Association. It is understood that the agreement, which was entered into by the scheduled air carriers operating over the North and Middle Atlantic routes, is subject to a formal mail vote of the IATA Traffic Conferences as well as to the approval of all interested governments. No rejection is anticipated.

Current basic general cargo rates will remain the same under the agreement; however, IATA said, their application to specific types of cargo will be revised in order to stimulate traffic and simplify selling. A new commodity rating system will be introduced July 1. Several thousand special rates for specific types and quantities of cargo moving between determined points will be reduced to fewer than 50, covering what IATA called "broad classifications of loads."

"Also on July 1," the world airline organization declared, "the present 30% discount for general shipments of 200 kilograms (440 pounds) or more will be

dropped in favor of other bulk discounts within the commodity rating system."

John Brancker, IATA traffic director, revealed that "the IATA Commodity Rates Boards have been directed by the airlines to make an aggressive and constructive overhaul of the rating system," with the primary aim "to make cargo selling simpler, cargo service more attractive, and cargo rates cheaper for larger shipments of certain commodities." Expectations are that "rates for some of these commodities will be substantially lower than they are today."

It was pointed out that the existing 25% discount for general cargo shipments weighing 45 kilos (100 pounds) or more will be retained.

This new IATA action, it was learned, was first sparked by Pan American World Airways. Willis G. Lipscomb, Pan Am's vice president-traffic and sales, in a formal statement, forecast an increase of at least 50% in the transatlantic cargo business. The 20,000,000 pounds of cargo flown by the dozen scheduled transatlantic airlines last year, he predicted, will rise to 30,000,000 pounds in the first full year of operation under the new rates. He said that the drastic reduction of specific cargo categories "will make an air cargo tariff a welcome document on the desks of shippers from Maine to California."

"Thousands of merchants on both sides of the Atlantic will be brought into the export market by the new low rates, Lipscomb asserted, "and the resulting expansion of shipments should provide a healthy stimulus to the Atlantic trade."

Inquiries among direct shippers and international freight forwarders by *Air Transportation* brought mixed reactions, although most of them were generally favorable.

Seaboard & Western Airlines, the independent transatlantic air freight carrier, has taken the position that indiscriminate reductions with respect to all or substantially all rates are more destructive than the creation of new rates to the wide range of commodities not now moving by air to any appreciable volume. Seaboard believes that any notable increase in movements of air freight will come through the establishment of specific commodity rates established after due investigation.

# CAB Examiners Would Put 45% Of Large Nonskeds Out of Business

WASHINGTON, D. C.—If the Civil Aeronautics Board concurs with the recommendations of two of its examiners, 27 out of the 60 large nonscheduled air carriers will be forced out of business. The CAB examiners, Ralph L. Wiser and Richard A. Walsh, also recommended the establishment of a new classification—"supplemental-air carriers"—under which the balance of 33 large noncertificated airlines would operate. A "large" irregular carrier is one flying aircraft exceeding 12,500 pounds.

Wiser and Walsh found that the Civil Aeronautics Act did not empower the CAB to issue "restricted certificates" requested by some of the irregular air carriers. The "supplemental special service" they would have the 33 companies perform was defined as the carriage of persons and property interstate or overseas for a maximum of three flights in each direction per month, subject to certain specific conditions.

The examiners also favored the certification of a few irregulars in cases where traffic justified it.

The 33 lines recommended for designation as supplemental air carriers are:

Aero Finance Corp. American Air Export and Import Co., Inc.; American Flyers Airline Corp.; Argonaut Airways Corp.; Associated Air Transport; Aviation Corp. of Seattle; Blatz Airlines, Inc.; California Air Charter (formerly Kesterson, Inc.); Capital Airways, Inc.; Coastal Cargo Co., Inc.; Conner Air

Lines, Inc.; General Airways, Inc.; Hemisphere Air Transport; Johnson Flying Service, Inc.; Los Angeles Air Service, Inc.; Meteor Air Transport, Inc.; Miami Airline, Inc.; Overseas National Airways; Peninsular Air Transport; Quaker City Airways, Inc.; Regina Cargo Airlines, Inc.; S. S. W., Inc.; Seaboard & Western Airlines, Inc.; Southern Air Transport; Standard Airways; Stewart Air Service; Trans-American Airways; Trans-Caribbean Airways, Inc.; Trans National Airlines, Inc.; Transocean Air Lines; Twentieth Century Air Lines; United States Overseas Airlines, Inc.; and World Airways, Inc.

The 27 nonskeds whose permits would be refused by the examiners are:

Air America, Inc.; Air Cargo Express, Inc.; Airline Transport Carriers, Inc.; Air Services, Inc.; Air Transport Associates, Inc.; All American Airways, Inc.; American Air Transport, Inc.; Arctic-Pacific, Inc.; Arnold Air Service, Inc.; Caribbean-American Lines, Inc.; Central Air Transport, Inc.; Continental Charters, Inc.; Curry Air Transport, Ltd.; Economy Airways, Inc.; Federated Airlines, Inc.; Freight Air, Inc.; Great Lakes Airlines, Inc.; Modern Air Transport, Inc.; Monarch Air Service;

(Continued on Page 34)



## Slick, Tiger, Overseas Win Military Contracts

WRIGHT-PATTERSON AFB, OHIO—Three contracts totaling over \$1,000,000 have been awarded to Slick Airways, Flying Tiger Line, and Overseas National Airways, by the Air Materiel Command. The contracts, which became effective last month, terminate in July.

The lion's share of the Air Force deal went to Overseas National whose contract was let for \$490,000. Flying Tiger will earn \$290,000 for the job, and Slick \$275,000. Routes are as follows:

► **Flying Tiger:** Wright Patterson Air Force Base - Great Britain - France - North Africa.

► **Overseas National:** Norton Air Force Base, San Bernardino, California-Japan.

► **Slick:** Tinker Air Force Base, Oklahoma City-Alaska and Greenland.

Said Air Force Secretary Harold E. Talbott:

"We estimate that the time of the engine overhaul will be reduced from 270 days now required by surface transportation to 100 days by air transportation. We also estimate that our overall engine requirements will be reduced by about 25% in this operation. A 25% reduction in engine requirements amounts to a good many million dollars when we estimate that a single J65 costs about \$75,000, a J47 costs about \$50,000, and an R4360 about \$78,000."

The large, heavy, costly containers necessary for surface transportation will be replaced by lightweight dollies. The airfreighters will haul reparable engines and other expensive and critical items on return flights. This project is a follow-up to the domestic airlift system known as Logair (see May, 1954, AT).

## Airline Cargo Salesmen Form Washington Group

WASHINGTON, D. C.—A group of air cargo representatives associated with 10 domestic and international airlines, both United States and foreign, has been organized under the name of the Air Cargo Association of Washington, D. C.

Open to membership by airline cargo personnel in the capital area, ACAW has set its purpose "to promote intelligent public opinion of the air cargo industry and to create a high standard of service through interline cooperation."

P. L. Deslauriers, Jr. (TWA) heads the organization as president. Other officers are: Gerald Godbout (Capital), vice president; Frank B. Williams (Pan American), secretary-treasurer; Andy Kress (United), chairman of the Membership Committee.

Carriers represented include American, Capital, Eastern, KLM, National, Northwest, Pan Am, Sabena, TWA and United.

## United's Walkie-Talkies

SAN FRANCISCO—The handling of freight is being expedited by the use of two-way walkie-talkies by United Air Lines' ramp supervisors at San Francisco International Airport. According to word from the airline, payload can be increased by loading cargo to make up for no-shows.

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## Air Shipments to S.A. Will Boom, Huff Says

"A record breaking increase in air cargo movement to South America can be expected in 1955," reported Donald Huff, air cargo manager of Panagra, after meeting with leading businessmen in Panama, Bolivia, Colombia, Peru, Chile, Ecuador and Argentina.

"Business in South America is booming," Huff stated. "Everywhere there are signs of a new era of expansion. Industry, manufacturing and agriculture are growing larger every day, and with this increasing development more and more business groups are turning to air cargo for the solution to their transportation problems."

"Importers in Latin America are finding the answers to their need for lower inventories and faster turnovers in cargo delivered by air. United States trade and business groups who are finding a vast new market potential for their products in Latin America are relying heavily on air cargo in their export plans. And businessmen of both continents who are aiming for a greater consumer acceptance of United States goods, and consequent increased profits, are using more planes to get more goods to more locations, more quickly."

"The entire continent of South America is taking on a new economic look. New factories, office buildings and housing facilities are going up to form a fascinating contrast with the centuries old Spanish architecture. Durable systems of roadways that sweep through busy, sophisticated cities and backwood jungle villages are being developed to handle the increasing number of automobiles. Modern hospitals and schools are springing up. All in all, the land to our south has a remarkably bright future, and in the course of its development, air transportation will play a major role."

## Pan Am Sells Interest In Middle East Airlines

NEW YORK—The 36% interest held by Pan American World Airways in Middle East Airlines has been sold to Saeb Bey Salaam, of Lebanon, president of MEA and its principal stockholder. Interline relations with MEA continue, Pan Am said.

## Slick-Airwork Deal

NEW YORK—Slick Airways, transcontinental air freight carrier, and Airwork Atlantic, transatlantic all-cargo airline, have entered into an agreement whereby one-plane service between California and Britain is provided. Arrangements have been made to permit freight to remain on Slick airfreighters for the entire haul in both directions.

## LAI Philadelphia Office Now in Larger Quarters

PHILADELPHIA—The office of LAI-Italian Airlines, formerly located in the Fuller Building here, has moved to larger quarters at 214 South 16th Street. District manager is Colonel Guido Pava. He is assisted by Cesare Olivieri.

## Air Charters

In New York, Dyson Air Freight, in its Bulletin No. 3, reported that "the non-scheduled aircraft offerings for both oceans," last month, were "quite thin." As for India's recent ban on the exportation of monkeys (see *Live Cargo* department in this issue), the company reported that the fixing of certain round-robin charters were hindered; but now that the restrictions have been dropped, "we may again expect this programmed shipping to furnish back-up loads for charter movements to the Middle East and beyond."

From London, Lambert Brothers, Ltd. reports:

"Interest in the air charter market continues to show a favorable trend, and once again we are able to report a brisk level of activity. One of the principal reasons for this state of the market is the strong support received from the shipping industry, and several more transfers of ships' crews have been fixed, both for flights across the Atlantic and between this country and the Far East, this business being in the main the outcome of the expanded enquiry which we have mentioned in our last two reports. The movement of freight is also in part responsible for the prosperous outlook of the market, but, although freight business has been more strongly in evidence of late than for some time past, it is still felt that it would be premature to state with any confidence whether this is likely to remain a permanently high proportion of future enquiry, or whether this phase is of a rather temporary nature.

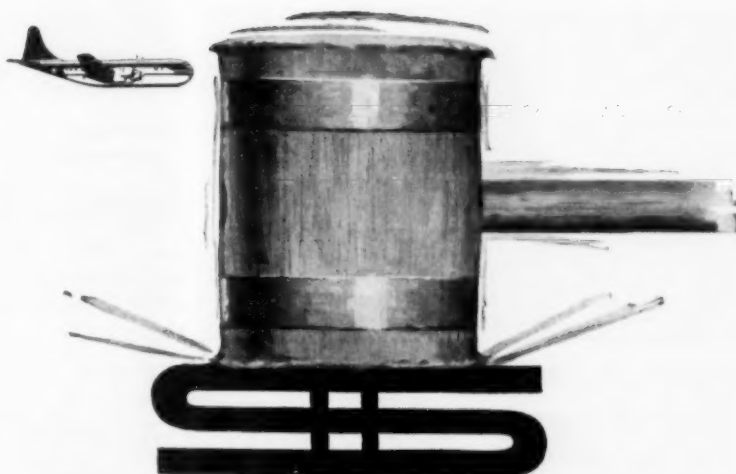
"In regard to the next few months the tone of the market will become even more firm, since medium sized aircraft, which for the past few weeks have been readily available for prompt charters, will soon become scarce. In fact the company which operates the largest fleet of *Dakota* aircraft for charter in Europe reports that already at this stage there are only very few days on which they have equipment available for additional employment. This sudden reversal of the availability situation is always to be expected as operators' summer tourist programs come into full swing, but the period that these programs cover becomes more extended, and aircraft become scarcer earlier in the season each year."

## Air Freight Forwarders

**Air Express International Corporation:** An agreement concluded between AEI and United Air Lines, similar to the



C. L. Gallo, president, Air Express International Corporation (left) and R. W. Ireland, vice president-traffic, United Air Lines, after inking air freight pact.



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AEI-Capital Airlines deal, went into effect last month. The pact provides for the exchange of documents and the through movement of shipment between the United States cities of Chicago, Fort Wayne, South Bend, and Moline, and more than 100 foreign points. Savings to shippers, as pointed out by AEI president, Charles L. Gallo, are indicated by the case of a 30-pound shipment of general commodities flown from Moline to Paris at a cost of \$53.38 via air parcel post, \$39 via airline, and \$33.90 via AEI. The company maintains 50-pound minimum tariffs, also beneficial to shippers. Heretofore, shipments from the forementioned cities were sent under domestic tariffs to gateway cities and at foreign carrier rates to overseas destinations. United now accepts foreign shipments and applies AEI's through rates. The forwarding company maintains jurisdiction of the shipment, and effects Customs clearance and documentation. One airwaybill is issued.

New operations manager of AEI is James William Edwards, ex-Pan Am cargo supervisor at La Guardia Airport and assistant station cargo supervisor at Idlewild. His activities for the international airline included participation in Customs simplification conferences and the assistance of foreign personnel in cargo problems.

**Dyson Air Freight:** This organization, a division of Dyson Shipping Company, Inc., New York, celebrates its eighth birthday this month. Concurrent with that anniversary is another—the first—this one as an air freight charter broker. Bill Clark is its guiding angel.

**Emery Air Freight Corporation:** Firm shipments to all destinations have received the benefit of rate cuts, and the number of cities entitled to the rate reductions has been increased. Minimum charge on short-haul shipments of five pounds or less is now \$5.00, representing a reduction of \$1.25 from the previous rate. Long-haul rate has dropped from \$7.90 to \$6.00 for the same weights. New origin point is Chicago. Additional destination points are Charlotte, Des Moines, Memphis, and New Haven. Emery stated that reductions of as much as 50% have been placed on short-haul TV clip shipments (five pounds) out of Chicago. Chicago shippers of movie film (50 pounds) receive rate cuts of 35% and more, depending on length of haul.

A net income, after taxes, of \$141,928 for the fiscal year ended December 31, 1954, has been reported by Emery. This compares with \$122,321 for 1953. Total revenue last year was \$4,383,525, an increase of \$4,418 over the previous year. According to John C. Emery, president, excellent business volume in the July-December period offset the "recession-induced decline in earnings for the first half of the year." Total customers served in 1954 averaged more than 7,000 per month, an improvement of over 1,000 customers per month. The company plans further expansions this year.

**Hensel, Bruckmann & Lorbacher, Inc.:** Air freight consolidation rate cuts were recently announced by Walter Schaaf, president. These rates affect all of the European points currently served by HB&L. In addition, the company's tariff filed with the CAB, finds 22 new destinations in Africa, Asia, Europe, and Latin America. This move, Schaaf pointed out, "is in line with our policy of constantly improving our service and offering the shipping public the advantages of air consolidation." HB&L, which is headquar-

(Continued on Page 10)



# AIR TRANSPORTATION

The World's First and Only Air Cargo  
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October, 1942



**AIR TRANSPORTATION**, published once each month, thoroughly covers the entire air cargo industry for the benefit of all those engaged in shipping and handling domestic and international air freight, air express, and air parcel post, as well as using the domestic and international air mail services. Included in **AIR TRANSPORTATION'S** wide coverage are: air shipping, cargo plane development, rates, packaging, materials handling, documentation, air cargo terminal development, insurance, routing, interline procedures, new equipment, commercial airlines, military air transport service, air freight forwarders, and business flights.

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Editor and Publisher

**Editorial**                      **Advertising**  
**Richard Malkin**              **Frank R. Brine**  
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Contributing Editor

**K. H. Lyons**, Business Manager

**William E. Budd**,  
Assistant Business Manager  
(on Military leave)

**Frank W. Budd**, Circulation Manager

**Keith H. Evans & Associates**  
West Coast Advertising Representative  
3723 Wilshire Blvd., Los Angeles 5, Calif.  
Phone: DUmkirk 8-2981

**J. B. Tratsart, Ltd.**  
United Kingdom Sales Representative  
799, Harrow Road  
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## AIR FREIGHT FORWARDERS

(Continued from Page 8)

tered at 6 State Street, New York, also maintains an office at New York International Airport.

**Inter-Maritime Forwarding Company, Inc.:** The establishment of an Air Freight Consolidation Division has been announced by Charles H. Dalldorf, president. Said Dalldorf: "We plan to move our entire Air Cargo Division to 34 Water Street, New York, at the beginning of June. The added space, while permitting necessary expansion for the division, also enables us to offer our clients free warehousing. We can now operate in the entire air cargo field by offering the economies of air consolidation in addition to the regular air import and export facilities already established."

**Chicago Freight Forwarders & Customs Brokers Association:** Edmund J. Kantowicz (International Expeditors, Inc.) has been reelected president; A. C. Tyre (American Express Company), vice president; W. A. Rogers (W. C. Sullivan & Company), secretary-treasurer; and W. P. Naumes (Naumes Forwarding Service), board chairman.

## Airports

**Captain Eddie Rickenbacker**, chairman of Eastern Air Lines, has urged the Federal Government to invest some \$10,000,000,000 in the construction of a network of strategically placed airports specifically designed for the handling of the giant airfreighters now in production.

The commissioners of the Port of New York Authority have okayed the spending of an estimated \$2,341,900 for the construction at New York International Airport of a new air cargo building, air cargo service structure, and general warehouse.

**National Airlines** has lost its suit to prevent the Port of New York Authority from constructing the \$60,000,000 Terminal City at Idlewild Airport. The airline had charged that if construction went through as planned, its building would be placed a half-mile from the international terminals. National's interline agreements with international carriers give it considerable connecting traffic. The airline claimed that it had been refused a lease supplement providing "comparable space" to that which it occupies at the present time. The court, in its decision, stated that "there is no factual basis for National's claim that it is entitled to a judgment declaring that it has the right to 'comparable space' in the Permanent Terminal Building." It pointed out that the present lease authorizes the Port Authority to terminate the contract "if the Authority tenders to the airline a lease supplement covering use and occupancy of comparable space in the Permanent Terminal Building." National, the court ruled, has no "enforceable right" to space in the latter building "except as a condition of a termination of its lease by the Authority." The ruling further indicated that the airline is entitled to the space it wants "only if the Authority and National are able to agree upon the space to be occupied by National and upon the terms and conditions of the lease, other than rent."

(Continued on Page 29. See Civil Aeronautics Board.)



John Paul Riddle. He sings a cargo tune.

## Go-Go-Go Airline

By RICHARD MALKIN

**"BY GEORGE!** We haven't even begun to scratch the surface!" These words, uttered by John Paul Riddle in a hushed, unspectacular manner, represented a persistent line of thinking which has seeped down through the various echelons of the company, to the sales representatives, office workers, and even flying personnel. They mirrored a company spirit and faith which were contagious enough to stretch my originally planned two-day visit to the Miami base of Riddle Airlines to a full week.

Frankly, the original purpose of my overnight cargoplane flight to Miami was to study the airline's operation with respect to newspaper haulage. What I saw for myself during the first few hours there caused me to alter my self-imposed assignment. I decided to write a broader piece, and as a consequence I found myself more often away from Miami than in it. In the company



Florida tomatoes for New York's produce market.



Hood (left), cargo sales boss . . . Barrett, freight tariff expert.



Weaver (left), oversees New York . . . Torres holds down Puerto Rico.

of Charles L. Hood, Riddle's vice president-sales, and John F. Barrett, assistant to the vice president, I tramped Florida's flower fields, spoke with shippers, watched packing operations, and observed loading procedures at the smaller airports north of Miami where the C-46s drop in for cargo.

This was no carefully guided tour by a high-powered public relations setup. I was, more or less, on my own; the decisions of where to go and what to see were mine to make.

### Newspaper Flight

As I have indicated, I left New York to look into Riddle's handling of newspaper distribution. I was at Idlewild a couple of hours prior to the take-off of my plane (which was at a few minutes past midnight). Tons of New York dailies—consolidated by Allied Air Freight, and personally supervised by its president, Bob Seitel—were being loaded aboard five C-46s, four of which were Riddle airfreighters; the fifth was operated by Meteor Air Transport. All cargo planes were Southward bound: the Riddle aircraft to West Palm Beach and Miami, Jackson-Daytona-Orlando-Tampa-Sarasota-Miami, two nonstop to Miami; and the Meteor plane to Nor-

## HOW RIDDLE'S CARGOES GREW

Common Carriage Reports (in net pounds)—1947 through 1954

Key to columnar designations: NY—New York; MIA—Miami; PR—Puerto Rico

MONTH	NORTHBOUND			SOUTHBOUND			TOTAL NORTH AND SOUTH
	PR TO NY	PR TO MIA	MIA TO NY	NY TO PR	MIA TO PR	NY TO MIA	
1947							
JAN.	20,409	2,967	...	30,537	1,520	643	56,136
FEB.	29,699	281	...	23,126	4,299	67	57,472
MAR.	23,341	29	...	18,843	5,266	3,830	51,309
APR.	40,924	5,674	854	28,624	3,255	11,428	90,459
MAY	47,412	300	...	35,232	5,725	9,910	92,499
JUNE	47,823	266	391	33,565	4,667	3,566	110,278
JULY	50,856	16	9	67,590	3,134	1,889	123,464
AUG.	60,213	406	39	64,492	1,344	847	127,331
SEPT.	55,555	191	700	43,891	922	1,465	102,724
OCT.	63,778	163	148	65,995	466	8,568	139,118
NOV.	66,747	100	43	64,294	298	5,607	137,089
DEC.	68,822	947	40	70,488	1,133	2,804	144,334
TOTAL	575,639	11,240	1,914	866,667	32,029	44,724	1,232,213
1948							
JAN.	71,093	230	...	102,682	20	572	174,587
FEB.	100,666	364	...	115,691	1,365	3,650	221,736
MAR.	115,548	40	...	85,002	608	29,906	234,107
APR.	92,216	407	25	80,852	1,238	19,265	194,063
MAY	72,041	521	...	53,968	2,350	31,965	160,745
JUNE	61,505	827	...	48,205	67	3,907	124,511
JULY	74,380	680	...	86,792	323	8,585	170,960
AUG.	123,148	638	...	125,062	1,360	16,524	265,952
SEPT.	104,458	1,021	97	78,989	311	11,806	196,682
OCT.	108,760	800	...	84,712	6,426	11,729	212,427
NOV.	151,755	182	...	124,670	11,721	34,747	323,045
DEC.	84,680	1,057	43	76,168	13,004	21,328	196,280
TOTAL	1,160,450	6,947	168	1,075,693	38,793	192,987	2,475,035
1949							
JAN.	50,232	1,169	101	75,096	5,428	15,820	147,846
FEB.	72,493	2,989	1,930	79,881	9,490	22,792	189,505
MAR.	87,521	2,062	130	85,134	13,249	21,852	206,948
APR.	88,708	2,141	596	73,026	23,692	23,233	211,396
MAY	66,339	2,280	211	68,191	18,841	30,462	186,324
JUNE	61,339	2,689	749	91,711	36,064	28,619	221,171
JULY	36,629	1,525	410	75,026	31,204	7,025	171,819
AUG.	99,269	6,276	170	102,520	31,892	879	241,006
SEPT.	104,491	4,807	1,285	115,816	42,060	10,208	278,667
OCT.	152,515	636	369	145,459	34,090	2,304	335,373
NOV.	166,599	2,763	1,421	104,504	31,755	3,282	310,324
DEC.	105,935	4,753	845	157,693	52,444	8,755	330,424
TOTAL	1,112,070	34,089	8,237	1,174,057	330,309	175,231	2,833,893
1950							
JAN.	74,857	2,395	285	128,902	57,951	5,250	269,641
FEB.	101,251	2,835	2,393	127,402	39,120	7,805	280,846
MAR.	149,741	5,128	18,761	108,479	52,496	19,638	354,243
APR.	121,168	10,347	1,030	78,444	61,405	24,376	296,770
MAY	82,991	13,398	27,495	78,778	56,750	11,365	270,786
JUNE	67,865	4,199	51,839	114,423	88,890	20,467	347,692
JULY	95,716	4,018	66,742	91,131	111,461	18,316	385,384
AUG.	126,512	16,042	43,238	144,112	104,563	35,297	469,764
SEPT.	173,302	10,969	26,315	160,387	127,326	37,381	535,680
OCT.	211,470	15,836	24,728	201,549	167,462	112,597	733,640
NOV.	251,480	19,881	26,383	132,395	146,706	165,754	742,619
DEC.	161,169	10,295	74,835	140,735	197,636	344,425	929,065
TOTAL	1,618,571	115,314	364,052	1,806,738	1,211,784	802,671	5,619,130

folk. Mine took on 8,800 pounds of newspapers destined to West Palm Beach (it was unloaded in less than 30 minutes), and 3,200 pounds of general cargo, a portion of which was earmarked for oncarriage to Puerto Rico.

Sitting in the jump seat between the pilot and co-pilot, the all-night conversation betrayed the first hint of the extent to which company personnel staked their belief in the future of air cargo. It turned out that most of Riddle's pilots were subscribing to their faith by becoming stockholders. (Between the time of my return to New York and this writing several weeks later, the value of the stock increased sixfold.)

For a long time it has been fashionable for many in the industry to shake their heads over directional imbalance. It remains one of the proper reasons for freight rates being what they are. The

transcontinental air carriers have their problem with the low level of East-bound shipments; the North-South airlines have a similar burden with the paucity of Northbound freight.

A decade ago, in AIR TRANSPORTATION, it was pointed out authoritatively that Florida's ground, tree and vine products could play a major part in correcting the traditional North-South imbalance. The AIR TRANSPORTATION report, based on the official findings of a team of agricultural experts assigned to the survey by the United States Department of Agriculture, the College of Agriculture of the University of Florida, and Edward S. Evans Transportation Research, presented a long series of indisputable facts backed by exhaustive statistics. If any of the airlines directly concerned with the area did something about it at the time, their work was



# Common Carriage Reports (in net pounds)—1947 through 1954

Key to columnar designations: NY—New York; MIA—Miami; PR—Puerto Rico

MONTH	NORTHBOUND			SOUTHBOUND			TOTAL NORTH AND SOUTH
	PR TO NY	PR TO MIA	MIA TO NY	NY TO PR	MIA TO PR	NY TO MIA	
1951							
JAN.	120,891	5,671	110,527	131,133	180,423	345,677	894,322
FEB.	153,273	13,371	138,012	133,202	163,300	449,598	1,050,756
MAR.	178,468	24,947	166,120	100,242	219,593	471,473	1,160,833
APR.	143,852	21,436	119,831	138,554	145,564	272,709	841,946
MAY	182,899	24,847	125,643	120,335	178,810	181,494	814,028
JUNE	136,625	17,552	105,073	112,075	172,477	201,339	745,141
JULY	115,318	19,459	99,669	79,715	197,273	179,349	690,783
AUG.	122,345	16,907	98,915	84,437	141,049	228,626	691,879
SEPT.	121,570	9,214	118,104	138,895	233,314	224,980	846,086
OCT.	211,418	20,528	150,852	184,855	257,965	207,762	1,033,380
NOV.	281,766	21,060	126,540	273,053	323,090	197,653	1,203,172
DEC.	190,519	25,722	189,334	212,905	287,238	330,947	1,236,665
TOTAL	1,938,944	220,414	1,548,560	1,709,401	2,500,056	3,291,616	11,208,991
1952							
JAN.	170,195	21,400	275,566	170,890	208,484	338,701	1,185,226
FEB.	279,902	28,631	317,401	310,141	313,699	342,726	1,502,500
MAR.	198,470	30,382	348,558	146,513	261,618	371,853	1,357,394
APR.	202,030	37,788	289,411	170,982	360,427	273,412	1,234,050
MAY	169,757	44,762	227,083	134,745	213,324	213,490	1,003,161
JUNE	135,745	37,421	196,420	136,750	215,955	196,097	918,388
JULY	127,683	41,452	162,378	119,466	253,824	157,158	861,981
AUG.	203,464	46,151	187,027	158,285	228,202	188,709	1,011,838
SEPT.	202,544	36,741	157,976	171,718	266,764	218,246	1,053,980
OCT.	261,502	35,528	171,123	203,913	308,075	291,648	1,271,789
NOV.	295,026	35,546	190,327	218,659	293,699	305,010	1,338,267
DEC.	200,571	49,452	309,543	199,825	280,655	361,882	1,401,928
TOTAL	2,446,889	445,254	2,832,813	2,141,897	3,104,726	3,258,932	14,230,511
1953							
JAN.	203,703	50,519	359,761	196,947	262,442	420,824	1,494,201
FEB.	246,090	39,233	422,678	208,423	234,802	449,792	1,600,988
MAR.	233,349	50,942	235,309	209,017	277,804	362,173	1,368,594
APR.	243,138	34,203	263,741	158,555	233,789	283,912	1,217,338
MAY	180,448	45,363	287,227	187,993	302,705	231,140	1,205,106
JUNE	175,978	32,612	217,181	210,155	213,677	211,365	1,060,908
JULY	215,347	41,382	139,634	170,578	210,462	153,165	930,568
AUG.	238,037	37,628	114,825	200,434	198,029	149,745	938,698
SEPT.	270,032	78,915	179,729	195,592	212,273	209,721	1,146,262
OCT.	419,701	117,581	178,046	348,952	217,867	321,222	1,603,369
NOV.	345,794	88,560	128,213	266,098	212,347	345,140	1,386,152
DEC.	196,867	49,368	327,874	209,628	169,229	432,903	1,385,869
TOTAL	2,938,454	666,536	2,854,223	2,562,372	2,745,426	3,671,102	15,338,113
1954							
JAN.	226,361	54,400	251,400	177,825	138,088	436,858	1,295,022
FEB.	279,162	51,362	328,980	251,760	158,483	520,175	1,560,922
MAR.	308,981	63,241	319,887	369,777	172,317	646,531	1,800,734
APR.	184,531	54,822	307,921	309,175	294,746	452,039	1,603,234
MAY	196,034	45,206	380,921	187,319	230,713	338,404	1,378,597
JUNE	140,392	91,203	133,004	175,380	250,036	402,427	1,192,441
JULY	564,986	424,392	103,852	512,807	636,289	354,662	2,596,988
AUG.	279,662	113,527	122,914	237,893	284,476	393,318	1,431,790
SEPT.	256,816	48,205	141,956	216,014	181,775	384,564	1,229,330
OCT.	441,140	66,223	134,450	390,393	166,691	454,343	1,683,240
NOV.	437,342	104,745	176,702	243,104	190,253	517,472	1,669,618
DEC.	239,947	68,535	399,646	293,114	241,945	653,064	1,896,251
TOTAL	3,565,354	1,215,861	2,801,723	3,344,561	2,945,811	5,473,857	19,347,167

completely shrouded in deep mystery.

It remained for Riddle Airlines with eight C-46s and 190 personnel to do a virile type of grassroots sales job among Florida's farmer-shippers. Recent records have shown that, during more frequent intervals, Northbound tonnages have equalled those moving Southward. Their secret? None, really. All they have done was to apply the lessons preached 10 years ago. Others ignored them. Riddle took them to heart. From all indications, the company is making them pay off to the tune of green cash. (The fiscal year 1954—the first profitable one for the company—showed a net operating profit of \$132,847. The subsequent half was substantially better.)

We were barely out of the war when the report on Florida's air freight potentials stated:

"A very substantial part of the Winter and Spring supply of fruits and vegetables for the Northeastern United States originates in Florida. Normally this is transported by rail, truck and boat. Before the war affected transportation, about three days were required to transport fruits and vegetables by refrigerator car or truck from Miami to New York. (Author's note: Over-the-road trucking service has been vastly improved. It is now possible to truck commodities from Miami to New York in 36 hours.) If in the future, air transportation is used, about eight hours would be needed for this transport. The commodities could be harvested in the morning, precooled and packed in the afternoon, transported to New York City overnight, and sold in retail stores the next day—only 24 hours after harvesting."



Schopenhauer (left), airfreighter maintenance ace . . . Kiltie, operations chief.



Craven (left), watches the statistics . . . Carter, in charge of traffic.

Transportation speed is one thing; getting the story across to where it will do the most good, is another. Even with the lowest-cost cargoplanes in the air today, the agricultural hauls therein must be sold at a premium price. But the retail merchant has a superior product to sell to the consumer for those extra few pennies. He is offering a fresher product—a healthier and better-tasting one. Riddle is convinced of the ultimate consumer's interest in these facts, and if the story is presented intelligently to the housewife she'll look for the Airborne wrapper—in this particular case, Airborne by Riddle Airlines. (Picked at the Peak of Perfection and Flown Fresh from the Florida Grower, reads one of the crate labels.)

## Report by Letter

Last February, in a circular letter to stockholders, John Paul Riddle—they all call the company president J. P.—said:

"Through close cooperation with the agricultural, horticultural, and floricultural groups of Florida, Riddle Airlines now moves a considerable volume of fresh fruits, vegetables, plants, and flowers. The fruits and vegetables range from string beans, corn, broccoli, pink

(Continued on Page 20)

# What Packaging and Materials Handling Mean To MILITARY AIR CARGO

By COLONEL JAMES N. SAMMONS

*Chief, Packaging and Materials Handling Division*

*Directorate of Transportation*

*United States Air Force*

THERE IS NO NEED here to dwell on the history of air cargo. It is well known by people with an interest in that field. Suffice to say that until very recent years shipment by air was reserved for those occasions when circumstances dictated that cost be considered as a relatively unimportant factor. Even after cost per ton-mile was reduced to a more acceptable level, the old surface psychology remained to plague us. One reason for this was, of course, force of habit; but most important was our failure to improve other integral facets of the whole transportation system. Terminals facilities were inadequate, handling costs were high, packaging and packing specifications required a high tare weight, to mention only a few.

From the military point of view, the Cargo aircraft is useful only to the extent that it will mesh with and contribute to the accomplishment of the logistics mission and objectives. Therefore, the following will be limited to the military air cargo problem in general, with specific reference to packaging, materials handling, air terminals and some thoughts on desirable characteristics of cargo type aircraft.

As mentioned earlier, reduction of cost to an acceptable ton-mile level saw no general acceptance of the cargo aircraft as a normal means of transportation, mainly because sufficient progress had not been made in other closely related fields of our logistics system. For example: In 1776 a requisition for gunpowder had to be carried by horseback from the battle lines at Portsmouth, New Hampshire, to Boston where the depot was located. The journey of some 57 miles required one full day. Two and one-half days more were required to haul the powder by



Colonel James N. Sammons

wagon from Boston to Portsmouth. After the call was sent out for the powder, it moved toward the battle lines at an average speed of  $1\frac{1}{2}$  miles per hour.

We do not use horseback riders for communications any more; and we don't deliver our supplies in horse-drawn wagons. We requisition our supplies by telephone, telegraph, radio, and air mail, and deliver them by airplane, fast trucks, trains, ships, and helicopters. Nevertheless, the average time from requisition to receipt of supplies by a combat commander in Germany during World War II was about 106 days; or an average speed of  $3\frac{1}{2}$  miles per hour. In 175 years we had

increased the speed of supplies to the front by two miles per hour.

To compensate for this long time interval between request for and receipt of property—*pipeline time*—we maintained huge depots of supplies to insure logistic support of our forces. The quality of packaging that was required to insure delivery of material in a useable condition under such circumstances is well known. It was rolled on and off boats, trains, trucks and airplanes so many times that safe delivery at destination dictated a package which was practically indestructible. Some 50% of the lumber production of this country during World War II was consumed in packaging, packing, and shipping activities. This lumber would have built 9,175,388 one-family dwelling units.

Though considerable progress had been made in the development of individual items of transportation equipment, we failed to realize its maximum benefit because of our inattention to related details. We had learned much about preservation of materiel, but little attention was given to the problem of excess tare weight and cube which was a direct result of our preservation practices and techniques. Consequently, our transportation equipment carried as much packaging materials as net cargo. Poor materials handling systems caused excessive terminal delays, and we weren't making the best use of our communications system to speed up information and materiel flow. In short, we had not properly integrated all the components at our command into one system.

Soon after World War II the economist began to question such expensive operations from the point of view of

*(Continued on Page 23)*

# ELECTRONICS CATCHES UP WITH AIR CARGO SALES

**A**S AN ADDED SERVICE for cargo agents and shippers, one airline cargo sales manager in New York is now available in or out of office hours seven days a week at the other end of a telephone line and a radio call—and it's all his own idea.

Randall T. (Chick) Holden, cargo sales manager for Japan Air Lines, has a constant companion these days in the form of a high-frequency pocket radio receiver (which he read about in an ad), until now used almost exclusively by doctors, hospitals, and other health services.

Out making calls during business hours, at the theater in the evening, 40 miles away in New Jersey on Saturday, or 70 miles at sea on Sunday, Holden can receive a message he's wanted on the phone and be in touch with a frantic cargo agent or shipper in a matter of minutes.

The radio receiver, about 10 inches long and 1½ inches wide with a short antenna, can be carried in a coat pocket and operates on a frequency of 43.58 megacycles allocated by the Federal Communications Commission. Each subscriber—there are about 700 using Air Call's service at the moment—is given a number and the pager continually repeats the numbers of those who have messages. When Holden hears his number, he telephones his office or answering service and business proceeds as usual. When he is out of the office during business hours, the device eliminates the necessity of frequent phone calls to see whether he has any messages. All Holden has to do is occasionally listen.

"In the cargo business, shipping problems aren't always confined to regular business hours," Holden says, "and that's why Japan Air Lines is using the radio pager. With it we are giving cargo agents and shippers the extra service of prompt personalized attention to problems that come up out of office hours."

William Conner, JAL's passenger sales manager, also is using the radio pager as a service to travel agents. According to industry scuttlebutt, cargo sales personnel of other airlines are casting interested eyes in the direction of the radio pager.

• • •



1. Irving Baum, a partner in the Arista Shipping Company, international freight forwarders in New York, makes an unsuccessful attempt to reach Chick Holden, cargo manager of Japan Air Lines. It's Friday evening, after normal business hours—but Baum's problem cannot possibly wait until Monday. An air shipment of 4,888 pounds, scheduled to leave San Francisco on Monday, is being shipped out of New York on two carriers instead of one as originally expected. Cargo officials in San Francisco need this information right away so that the split shipment can be coordinated for proper oncarriage and custom preparation. JAL's evening answering service promises to contact Holden as quickly as possible. Can it be done?



2. Holden, who has been relaxing in the Radio City Music Hall, emerges from the theatre and checks his portable high-frequency radio receiver. He hears his number being paged. What he must do now is to get to a telephone without further delay.



3. Advised by the message center that Baum is eager to make contact with him, the JAL cargo manager's next step is to call the Arista official. Within a few minutes Baum's problem has disappeared. Holden makes arrangements to have the shipment flown out of San Francisco in one complete unit.

*There's a reason why Sunlan Aquatic Nurseries has become one of the world's major producers of tropical fish. Here's how modern packaging and shipping procedures helped to keep the company . . .*

## Two Jumps Ahead of Competition



In the shipping department at Sunlan Aquatic Nurseries, Bill Oldfield, Jr. pours tropical fish into cardboard shipping units while Bill Sr. makes a close check.

**S**UNLAN AQUATIC NURSERIES in Miami has become one of the world's largest producers of tropical fish largely by keeping two jumps ahead of competitors through improved shipping containers.

Five years ago William Oldfield and his son, Bill, Jr., discarded traditional tins resembling flattened milk cans for cardboard cartons with waxed liners. Old-time round cans weigh 25 to 30 pounds when carrying 150 average-

sized fish, and consignees were required to pay one to two dollars for returning an empty. Oldfield's cardboard container with waxed liner weighed 25 pounds and permitted shipment of 200 fish of the same size. Since the cardboard containers pack better in airplanes with less loss of fish in transit, most airlines now ban cans for shipping.

In the meantime, Sunlan has developed a new container which, with an

additive, permits the Oldfields to ship 400 fish in a similar-sized package. Both the new and old containers were developed by the Oldfields in consultation with engineers and designers of Miami National Container Corporation.

Finest-quality polyethylene sacks are packed into each of the two units of the new package, and more air space has been provided. Waxed liners in each unit continue to prevent leakage.



Bill Oldfield, Sr. points to the side air space of the tropical fish shipping container. This permits additional air space and adds to the cushioning effect. ➔

➔ Five years ago the Oldfields discarded metal shipping containers for wax-lined cardboard cartons. Carton shown holds almost as many tropical fish as the stack of three cans. ➔





The polyethylene sacks act as further insurance against loss.

The new carton also is flatter than the old. Its dimensions are 15x28x6 inches, as compared to 12x22x8 inches of the old, or 18-inch diameter cans 12 inches high.

"The old cartons were a big step forward so far as utilizing space in an airplane was concerned," says Oldfield. "The new containers represent an equal advance."

Oldfield reported on the case of a recent shipment of fish from Miami to Pearl River, New York. The plane made a forced landing, and was laid up 24 hours for repairs. The cartons of fish remained aboard, and no effort was made to feed or aerate them. Yet the consignment arrived in excellent condition.

"And it must be remembered that this occurred in the depth of Winter when temperatures in New York State were zero or colder," Sunlan's operator says.

### Idlewild Story

He recalls an incident which dramatically proved the insulating qualities of cardboard cartons against the cold. It happened at New York's Idlewild Airport. A pusher truck was hauling a dolly loaded with tins and cardboard cartons of tropical fish from an airplane to a cargo shed one bitter cold winter day. The pusher broke down, and the crew had to walk a mile to the shed for a replacement truck. By the time the crew returned and got the shipment under shelter, most of the tropicals in the tins had been destroyed by the cold. The carton-packaged fish were in good condition.

Even if packages are pitched upside down by turbulence in the air, airlines have told Oldfield, there is little chance for loss or injury to fish. Sunlan's operators estimate they have not had a dozen complaints about loss or injury to fish from consignees since they started using cardboard containers.

"Rough, hard surfaces of cans," explains Oldfield, "rubbed bruises on fish, and a fungus condition would develop. If a trip were to last more than 24 hours, airline attendants had to remove can lids. This resulted in loss of water, and the probability that valuable specimens either would leap out or be splashed onto the floor of the plane.

"Air spaces between units of our cartons help cushion the shock, as well as provide aeration. This is an extremely important factor when it is remembered some tropical fish are so delicate they can lose their color at the least fright. And don't forget many of

(Continued on Page 26)

# Time Out for a Chat

With **DELOS W. RENTZEL**

**T**HE questions and answers below did not come as easily as the cold type might convey. Delos Wilson Rentzel, chairman of the board of Slick Airways, sandwiched this exclusive interview with Richard Malkin during a ninety-minute lapse between a New York press conference and his departure for Philadelphia. It was punctuated by the abrupt comings and goings of a couple of public relations men who kept popping their heads through the door like jacks-in-the-box and issuing a variety of staccato bulletins evidently calculated to keep Rentzel to a strict schedule.



Rentzel

For the record, Rentzel is a native Texan who has crossed the state border to live in Oklahoma. He entered the aviation industry 24 years ago as a radio operator-pilot for American Airlines. In 1949, he became American's director of communications. Three years later he took over the presidency of Aeronautical Radio, Inc., the United States airlines' communications organization. Came World War II and his know-how was tapped by the Secretaries of War and Navy for whom he served as consultant. He also served with Admiral Richard E. Byrd on a couple of special missions to the South Pacific.

Rentzel gained national prominence in 1948 when President Harry S. Truman appointed him Administrator of the Civil Aeronautics Administration. In 1950, he was named Chairman of the Civil Aeronautics Board; in 1951, Under-Secretary of Commerce for Transportation. Between 1944 and 1952 he also served as Chairman of the Radio Technical Commission for Aeronautics, Chairman of the Air Coordinating Committee, Transportation Mobilizer of the Office of Defense Mobilization, Chairman of the Civil Aviation Mobilization Division of the National Security Resources Board, and Member of the National Advisory Committee for Aeronautics. It was as Under-Secretary of Commerce that Rentzel developed the Civil Reserve Air Fleet and Merchant Marine Reserve Fleet plans. He is a winner of the Air Force Association Annual Award and the Gold Medal of the Department of Commerce.

Leaving Government service, Rentzel became vice president of the Industrial Department of W. R. Grace & Company. He resigned in 1953 to take over the presidency of Texas Auto Transports, Inc., and Auto Transports, Inc., both of Oklahoma City. It was late last year that he reentered the airline industry as chairman of the board of Slick Airways. And he's working hard at it!

**Q.** As you probably realize, Mr. Rentzel, the announced merger of Slick and Flying Tiger, and the eventual "unmerger," has set a lot of shippers to wondering. All sorts of contradictory rumors have been flying about. Frankly, shippers are anxious to separate fancy from fact—that is, does the present effort of your company represent

(Concluded on Page 27)

# **BUSINESS FLIGHT**



## **More Space . . .**

● Those flying businessmen who worried themselves sick over getting passage on the airlines in and from Europe may rest a little easier in 1955. The International Air Transport Association reports that the scheduled airlines serving Europe will provide 14% more seats than last year. This is expected to meet the increase in air travel within that continent and between Europe and countries overseas. Summer operations began April 17. The 20 member airlines of IATA who provide the bulk of air transport in and to Europe have coordinated their timetables. There will be service to more European cities than ever before. In many cases, flight time has been reduced by the dropping of intermediate stops and the shortening of routes between particular points. Much of the additional seating will result from the introduction of new transports.

## **New Pan Am Bureau . . .**

● Pan Am's Latin American Division has set up a travel and convention bureau to "facilitate group air travel to international meetings and other events throughout the hemisphere." Heading the bureau is Philip Siefert, superintendent of sales-special events. It will be quartered in the airline's traffic and sales department at Miami International Airport. Creation of the new bureau fills a steadily growing need.

## **Industrial Landing Space . . .**

● Board Chairman Henry W. Boggess of the National Business Aircraft Association has urged the 84th Congress to consider a public airport program adequate for the nation's progress and security. He pointed out that more than 6,000 companies and corporations are operating over 12,000 not-for-hire aircraft, and that "the lack of an adequate number of usable airports in industrial communities proves a handicap to the maximum utilization of existing business airplanes." He added that "airports in these communities, like highways, are a public necessity."

## **Corporate Plane Sales . . .**

● Remmert-Werner, Inc., reports sales of DC-3 transports to the Scott Paper Company, of Chester, Pennsylvania; Southern Production Company, Inc., of Fort Worth, Texas; and Canadian Shell, Ltd., of Montreal, Canada. All the planes are for the specific purpose of transporting company executives, engineers, and technicians. The aircraft will carry 14 passengers at 200 miles an hour.

## **Smith's New Quarters . . .**

● L. B. Smith Corporation, which recently acquired Aerodex, Inc., has moved to Hangar 2 on the 20th Street Side of Miami International Airport. The expanded facilities now offer business aircraft owners "one-stop" service. The firm is installing an air-conditioned terminal for the convenience of corporate pilots and passengers, complete with snack bar and TV. Report is that seven transports are in various stages of remanufacture.

## **New Bonanza . . .**

● The F35 Bonanza, the new Beechcraft with the "new look for 1955," is the sixth improved version of the all-metal, four-place transport. It cruises at 184 miles per hour and has a range of 775 miles. Improvements include a third window on each side of the plane, providing greater visibility for passengers and pilot.



THIS MAP shows how Cook's operations, previously limited to the Milwaukee metropolitan area and principal airline stops, have expanded through the use of his executive transport.

## How to Widen the Scope of Business

By JOHN G. HUBBELL

**B**Y THE end of 1953, business flying in the United States seemed on the verge of fulfilling a promise that had shone brightly from the dark abyss of World War II; a promise that seemed, in the less hysterical perspective of peacetime years, to have been a hopeless dream instead of a logical extension of the war's necessarily stepped-up technological advances. A "Nation on wheels" was to have become a "nation on wings." While the nation has been a long time winning its wings—or vice-versa—United States aviation has been developing a spectacularly successful relationship with United States businessmen.

As defined by the Civil Aeronautics Administration, business flying is "... transportation, not for hire, of individuals making business trips in planes owned by them or by the company for which they work." In 1953, an estimated 12,000 individually- or company-owned aircraft flew United States executives and other essential employees—on business trips exclusively—a total of 3,626,000 hours.\* If emphasis is needed, this was 430,000 hours more

(Continued on Page 27)

\* In 1954, this figure rose to 3,900,000 hours. Complete figures on business flying in 1954 were not available at time of printing.

KEN COOK, Milwaukee publisher of sales, service, and technical literature for industry and government, shown arriving at Moline, Illinois airport.



## GO-GO-GO AIRLINE

(Continued from Page 13)

tomatoes and strawberries to exotic fruits, such as papayas, mangoes, and avocados.

"Riddle Airlines not only has given fast and efficient transportation to the growers of these products, but also has worked with them on packaging and marketing. Through our combined efforts, it is now possible for the average housewife in the North to purchase fresh fruits, vegetables and flowers at her local market or florist in the same manner as the Florida housewife.

*"As a stockholder, if you are located in the North, you can aid yourself, Riddle Airlines, and our varied shippers, by buying these fresh Florida products in your local market. If your local merchant does not already handle these products, point out their merits and ready-available market to him."*

"If you are not located in one of our Northern cities, I am sure you have friends and acquaintances there, who would appreciate your dropping them a line on how they can enjoy fresh Florida fruits and vegetables. We'll appreciate it, too."

### Direct Approach

There are no statistics available on how much new business was drummed up by Riddle's letter. However, it illustrates merely one of the direct, almost basic, sales approaches adopted by the company. What it did—or at least attempted to do—was to enlist all the stockholders as a sales promotion force. I was witness to one underscoring incident on the farm of a flower grower. He had given the airline advance information to the effect that approximately 100 boxes of chrysanthemums would be trucked to the airport at Stuart. One hundred and seventy boxes turned up instead.

"Got to protect my investment," he said with a wink. Then he turned to Hood and Barrett and added in an almost offhand-manner: "Think I can pick up some more Riddle stock?"

Later I learned that he was just one of many Florida growers who owned stock in the air freight line. The list of stockholders reaches all the way down to Puerto Rico.

Chatting with one of the growers, I mentioned the old study which predicted a phenomenal increase in Florida flower traffic to the North if air rates came down low enough. Since many Florida varieties of flowers can be grown in the open (in contrast to North's greenhouse-grown blooms), with lower production costs and gen-

erally superior quality, the floricultural shippers of that state would find themselves in a strong position in the Northern markets.

"I won't deny I'm looking for lower shipping rates," the grower said, "but I'm glad to pay the extra air cost because it gives wholesalers in New York a few additional days to sell the flowers fresh. It makes all the difference in the world—in selling price, I mean. I expect to double my air shipments next year."

One of the curiosities of the business is that often the Florida gladiolus found in the hotels of Miami and Miami Beach were flown down by New York flower sellers. That's not the only kind of flower traffic in Southward movement. Northern growers send down substantial quantities of their own blooms—roses, carnations, and tulips.

It would be in error to suppose that the airline's lifts to the North depend wholly on the continued development of farm products. Nor, on the other hand, is anyone at Riddle inclined to lessen sales pressure on this still-growing giant industry of Florida. Recent years have witnessed an upsurge in commercial and industrial activity in that state—particularly in the Miami area. More than 1,000 manufacturers are located here. Miami has become a key center of America's aluminum window industry. The local wearing apparel manufacturing industry, moved South from New York, has made its dent in the Northern markets to the tune of some \$50,000,000 a year. The frozen foods industry is opening up here also.

### Flexibility

The flexibility of all-freight operation is demonstrated by the method of shipping the gnarled pieces of unfinished driftwood which a half-dozen or more Miamians have discovered to be a profitable business venture.

"Know how we've shinned them? Loose—just like that. We'd count the number of pieces and throw them into a corner of the plane. We'd offload the stuff at Idlewild. Driftwood isn't packaged until it's finished."

Once a year Riddle reaps a short-term bonanza when New York's famous bargain store, Klein's, sends its buyer down to Florida to buy up job lots of post-season apparel. Consolidated in Miami by a cartage agent, Riddle has hauled many tons of fashions consigned to the store in time to meet the usually stiff competition of a newly opening season in New York.

Going over the increasing variety of commodities and steadily rising ton-

nages now moving over the Riddle air freight route (New York-Florida-Puerto Rico), I acknowledged to Hood that the record showed unmistakable evidences of shipper acceptance. The name, Riddle, I felt, was becoming a significant factor to the shippers in general.

"Funny thing about a name," Charlie Hood observed. "When service is good, the shipper sort of half-remembers the name. But when service is bad, the name becomes extremely important. He wants to remember it because he wants to steer clear of it if he can."

The go-go-go spirit which pervades the airline has not left John Barrett untouched. His eight years in freight traffic and sales—prior to Riddle he had been associated with Pan Am, U. S. Airlines, Flying Tiger, and LAV; and before that, with the steamship firms of Moore-McCormack and Smith & Johnson—have left a mark of almost fanatical belief in cargo's tomorrow. Nothing frustrates him more than a shipper with a natural air cargo item who refuses to believe it can move economically by air.

### Midnight Oil

Hood is no whit lesser devotee. We sat up until midnight one night, discussing ways and means of inducing manufacturers, distributors, and retailers to promote certain airborne products. A former pilot himself, Hood used to direct cargo sales for National Airlines. He maintains rather progressive views on the value of freight forwarders in the air cargo industry.

"I'm all for them," he said. "By and large, they're doing an important job for air cargo. I believe—and I know Mr. Riddle goes along with me on this—we wouldn't have gone as far as we have if we didn't have the cooperation of the forwarders."

Key executive up North is Harry Weaver, regional vice president, who broke into air freight a decade ago when the industry was being pioneered. At that time he served Air Freight, Inc., as New York manager. It was Weaver, who, through his excellent connections with Puerto Rican industries, was able to generate for Riddle a huge volume of Southbound and Northbound traffic—particularly in the hand needlework field. Down at the opposite end of the pole is Orlando Torres, Cuba-born, Buffalo-educated, and with a dozen years' history in the transportation field, who serves as regional vice president in Puerto Rico.

The dual job of chief pilot and company operations manager is performed by Harold Kiltie. A pilot since 1930,



with 10,000 flying hours in multiple-engine aircraft to his credit, he has been with Riddle for the past six years. During the war he served with the Air Transport Command in the CBI Theatre. Jack Schopenhauer, only recently elevated to vice president-maintenance, dates his experience back to World War I days when he started with Fokker in Amsterdam, Holland. Heading Riddle's traffic destinies is J. Robert Carter. And the man who has his sensitive finger on the company's day-to-day financial pulse is Peter Craven, secretary-treasurer.

### Picture of Progress

How far has Riddle Airlines progressed? In contrast to the 1,883,757 pounds of freight hauled in 1948, its 1954 all-time high stood at 19,347,167 pounds. It is anticipated that the latter figure will be doubled by the end of the current year. Among the North-South carriers, it ranks head and shoulders above all the others in ton-miles of freight carried in scheduled service. Ranging behind Riddle, in the order set forth, are Delta-C&S, National, Braniff, Eastern, and Western. Riddle, of course, is the sole all-freight operator among them.

When the 35-day Puerto Rico dock strike was in progress last Summer, Riddle Airlines performed the outstanding job of the resultant airlift from Stateside—some 2,100,000 pounds—to help keep the economy and health of the island on even keel. The Riddle part of the lift represented more than half the total.

How did it get that way? Added to such intangible ingredients as faith and contagious *esprit de corps* is common-sense planning. Take sales, for example. Hood has surrounded himself with a staff of eager beavers who work their territories with a vengeance. They cover specific industries and have managed to make themselves authorities on the commodities they ship for the growers, manufacturers, and distributors. A salesman with a green thumb (especially one who has become a hobbyist) has a better "inside" with a flower grower than one presenting a carefully rehearsed but static sales pitch; a man conversant with problems of high style and distribution to retail outlets easily talks the wearing apparel manufacturer's language. Riddle executives have attended short courses sponsored by agricultural groups. They have familiarized themselves with the growers' problems and have been able to get across to them those of the carrier.

Down in Florida, Phil Eby is assigned to South Miami, Homestead, and Florida

City, concentrating on agriculturals, horticultural, floricultural, and tropical fish. Andy Snoko covers the retail outlets from Fort Lauderdale to Coral Gables, and contacts Miami Beach's several hundred hotels for baggage freight. In the Greater Miami area, Jim Kerrigan haunts the rapidly expanding wearing apparel industry and those firms producing relating products. As for the metal fabricating industry, including aircraft parts and accessories, Al Schultz has become a familiar figure to the traffic managers in that field. Another man assigned to wade through the produce, flower, and plant fields is George Wimberly who is assigned to the central portion of the state. Then there's E. P. (Shorty) Williams, the airline's "go-go-go boy," who, during the Winter season, does a hustling sales job among the growers in the West Palm Beach area, and switches his activities to Miami in the Summertime. Ebo Johnson, district sales manager, trouble-shoots throughout Florida.

Over a period of many years I have been guilty of writing a fairly large number of critical articles on the unrealistic selection of sales personnel assigned to airline cargo departments. The underlying requisites, as I saw them, were capable men who (1) believe in what they were hired to sell, and (2) learned enough about the principles of their job to be able to operate intelligently and effectively with shippers. I am happy to report that, as far as I could judge, such a job is being done—plus a little extra.

### Solving a Problem

Shorty Williams, whose enthusiasm for his job is as infectious as his cheerful personality, presented me with an excellent case in point. I had dropped into his office at West Palm Beach Airport early one morning and found him working on some shipping documents. He appeared to be worried about a certain shipment of perishables he was expecting and was going to contact the shipper at once. A couple of hours after what normally is considered supper time, quite unexpectedly I returned to the airport. J. P. was there, chatting with a city official, and out of the corner of his eye watching a large consignment of glads being loaded into one of his C-46s. Shorty was on tap near the aircraft, moving things along at a merry pace. When the plane prepared for departure, it was suddenly discovered that one of its lights was defective. A search for a replacement part proved to be futile. Take-off would be impossible under these circumstances. A plane filled with perishable



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cargo couldn't sit down and wait indefinitely. It didn't make sense, Shorty said. He disappeared and returned about 20 minutes later, cradling the necessary part in his arm. How had he accomplished the impossible? He winked broadly and grinned.

"Borrowed it," he said.

Take the case of the C-46 pilot en route to Puerto Rico with a cargo of frozen foods. His plane developed motor trouble within easy distance of a small Caribbean island with an airstrip. But landing there meant a ruined load, and that eventually did not sit too well with a pilot who also was a stockholder. He knew of another island farther ahead which boasted a freezer owned by a plant located there. The flier nudged the limping plane along, made a successful landing on the more distant island, and raced to the plant where he stated the nature of the emergency and won the manager over to lending the freezer facility until the mechanical trouble could be located and eliminated.

### Profits in Obits

Even in the airline base office, where clerical work is the daily norm, the desire to generate more traffic was evident. One of the workers, Jack Hunter, whose job is not sales, has developed a new hobby which involves a daily careful reading of obituary notices and news items, with a particular eagle eye trained on Miami and Miami Beach visitors who, in one way or another, managed to depart from this mortal life. He immediately gets on the phone, tracks down the mortician (if the newspaper has not indicated his name), and sells Riddle Airlines. Human remains are excellent freight, any cargo man will tell you. Hunter's success on the phone has been so startling that he has earned the name, Digger O'Dell.

One of the interesting shippers I met while in Miami was a local purchasing agent who literally operated out of his briefcase. His clients are all in Puerto Rico, and they mail him an astonishing variety of orders—from foodstuffs to TV sets. All the orders call for at-once shipments, and he readily concedes that his business could hardly exist without air freight. Riddle executives informed me that he can be counted on for at least one planeload a week, plus smaller interim consignments. A planeload generally consists of shipments from approximately 40 different shippers. The purchasing agent, using the airline's office facilities, will make out the shipping documents.

Riddle recently left the facilities occupied on the 20th Street side of Miami

International Airport since 1948. The new and considerably larger quarters in the airport's Cargo Area, near 36th Street and Red Road, include some 20,000 square feet of space, 10% of which is used for office facilities and the balance for freight handling. The large warehouse area has seven doors big enough for a truck to pass through. Handling is performed with the aid of fork lift trucks and pallets. The building is adjacent to the C-46 hangar, about 100 feet from the animal quarantine station, and several hundred feet from a railroad spur.

J. P., with whom I had long daily talks for nearly a week, spoke little else but cargo, cargo, cargo. We discussed sales, materials handling, packaging, rates, routes, competition, potentials, cargo aircraft, freight forwarding—all the facets of a modern airline. He speaks thoughtfully, slowly, and sometimes his voice trails off when an idea strikes him. Then he makes a note on a slip of paper and leans back to complete his thought.

He's an idea man, too. And he'll listen to the ideas of others. The air cargo business, he knows, is new enough to try good ideas. Some of them pay off.

On my last visit with J. P., he was unexpectedly visited by Lieutenant Colonel A. J. (Al) Williams, managing director of British Guiana Airways. J. P. introduced him to me as "Mr. Aviation." Within minutes, Riddle had steered the entire conversation into cargo channels, with Williams relating some of his own freight-carrying experiences. It was as simple and innocent as that.

The all-cargo carrier's consistent record of ending a year better than the last has led logically to hopes for expansion. It would penetrate the industrial heart of America—Chicago, Detroit, Cleveland, to name a few key cities—and it has presented to the Civil Aeronautics Board what others privately have acknowledged to be a strong case.

And, as on the first day of our meeting, J. P. topped off our final chat with the confident assertion:

"By George! We haven't even begun to scratch the surface!" . . .

#### MILITARY AIR CARGO

(Continued from Page 14)

both monetary consideration and natural resources.

Being in sympathy with the economists' point of view that our economy and natural resources probably could not support such extravagant practices in any future conflict, our logistics



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planners embarked upon a program to revise radically our logistic system.

Out of this effort came the Air Force Revised Logistics Concept, the essential element of which is reduction of inventories through the reduction of the time element between request for and receipt of supplies. This reduced inventory and the shorter time element between request and receipt of supplies will, of course, provide additional savings in shorter storage periods and reduced warehouse space requirements made possible by rapid inventory turnover, less handling, and naturally, lowered packaging requirements.

In any modern logistics system, high-speed transportation is a must. If inventories are to be reduced, means must be provided for rapid distribution of what remains. There is no need to dwell on the enormous strides that have been taken in this direction since World War II by our aviation industry, as well as our shipbuilders, railroads, and truck lines. There is hardly a day that passes without some new record being set for speed by some type of transportation medium. Obviously, we will exploit all these products of our ingenious American industry to the fullest extent possible to obtain a faster flow of materials.

In order to promote the widest possible application of the concept of greater effectiveness and economy through the use of greater speed and efficiency in our logistics system, the Air Force has recently published a regulation which is the first official recognition by any Government agency of the airplane as a normal means of transportation. This document embodies policy guidance to encourage the practical use of air transportation as a normal mode when it is economically sound. It states the general policy that the development of air transportation will be directed specifically to-

ward attaining the maximum force mobility and effectiveness and the maximum over-all economy of operation. This regulation aims at the reduction of tare weight and the use of air transportation to the extent available whenever the estimated combined cost of transportation, packaging, handling and breakage is less than the estimated cost of shipment by other means.

### Speed and Costs

But as transport systems become faster, equipment used becomes more and more expensive. Since packaging and materials handling contribute nothing *per se* to the combat effectiveness of an item of equipment we must reduce that package and handling to the absolute acceptable minimum in order to obtain the greatest possible utilization of these expensive pieces of transportation equipment. We can't afford to buy enough high-speed cargo aircraft, for example, to permit us to fill them up with wooden boxes weighing as much or more than the materials they contain. In the past, for every pound of material shipped to the field, we have shipped about one pound of packaging. In sharp contrast to this experience, however, are the results obtained on Project "Redhead." Over a period of months of resupplying a tactical unit by air, the average tare weight for all items shipped was less than 19%. There were no instances of damage to property attributable to inadequate packaging.

And this leads to the problem of cargo handling and materials handling systems. Now that we have a number of fast conveyances and are planning for even faster ones, we must devise methods of rapidly loading and unloading cargo to permit a quick turnaround. This is particularly true, in the case of transport airplanes. We gain little if we move cargo to its

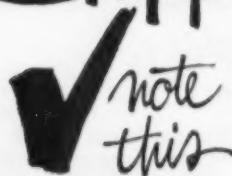
destination across the ocean at sonic speed only to have the carrier sit on the ground a day or longer for loading and unloading operations. In planning our cargo handling operations we must consider the time required to service the airplane itself as our maximum limitation. It appears that there's only one approach to this problem: to handle the cargo in larger packages. A standardized, pre-loaded, all-weather container, adaptable to all types of conveyances, is a must. Such containers will also drastically reduce packaging requirements, pilferage, physical damage and lost cargo, in addition to accomplishing the primary objective of permitting rapid handling.

We have done considerable work in this pre-loaded container field for both air and surface movements and our tests, though incomplete, indicate that we are moving in the right direction. For example, at the present time we are engaged in the movement of a considerable quantity of furniture to our Alaskan installations. For this movement we are using a steel transporter for surface shipment. By using this steel container we are saving \$150 per container in labor and materials alone. The entire furniture movement project will require 660 transporter loads. At the completion of the project we will have realized an economy of \$92,200 over the old system of using wood crates. This figure does not include such items as reduced handling, pilferage, breakage, spoilage and transportation costs.

Now this is a surface shipment, but the implications of the application of this principle to air shipments are obvious.

Recent tests of light-weight inexpensive disposable pallets for air cargo have shown economies far beyond our expectations. We found that when 95% of the load is palletized, loading

## Shipping to South America?



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operations were reduced 50%; further, loading personnel requirements were reduced by one-third. Tiedown of the load usually required as much time as the actual load placement and in many cases even more. Obviously we cannot permit this condition to continue for long. We must bend every effort toward development of a more effective cargo tiedown system if we expect to realize the greatest possible utilization of our equipment.

This test definitely established that there are many clear advantages to be realized by palletization. Those advantages that are clearly indicated are:

►Reduction in the time required to load aircraft.

►Reduction in the manpower required for loading within any given time.

►Better utilization of space through deliberate and practiced load construction.

►Less damage to cargo through reduced number of handlings and elimination of rough handling practices.

►Reduction in tare weight through lighter packaging made possible by better handling.

►Increased efficiency of payloads through the elimination of excess weight in packaging.

►Reduced administrative workloads through reduction in number of pieces handled individually and through fewer lost shipments.

### Effective Unitizing

Fifty percent of MATS cargo by weight and 95% by number of pieces is physically adaptable to palletizing. Since it is apparent that to be most effective unitizing must occur at point of origin, we are bending every effort in that direction, for surface as well as air shipments. We look forward to the day when we will be able to handle the majority of our cargo from producer to consumer without the necessity of ever breaking the shipment below the pallet unit load.

Before leaving the subject of pallets, it might be added that the Air Force is presently testing pallets constructed of various materials other than wood. Aluminum and fiberglass look most promising at present.

In any examination of the transportation problem one invariably gets involved in the subject of terminals. This is especially true when the cargo aircraft is the means of conveyance. Insofar as military operations are concerned, it is difficult to see how we can ever hope to see the physical facilities of the air terminal keep pace with development of cargo aircraft; with the exception, of course, of those facilities

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required to service the aircraft. The cost of such fixed installations makes it economically impracticable if not prohibitive. There has been a lot of thought given to the design of air terminals that would provide an ideal materials handling situation, but little has been done about ways to by-pass the terminal altogether. We must always provide terminal facilities for certain types of cargo and passenger activities but, in general, their importance to the military from a purely cargo handling point of view seems to be growing less by the day. Give a man an elaborate terminal with plenty of warehouse space, conveyors, ramps, etc., and you give him an opportunity, even encouragement, to handle his cargo one extra time. We must unitize our cargo at origin and move it directly from the producer or warehouse to the carrier.

### Compromise Plane

In past years the Air Force as well as commercial carriers have had to be content with aircraft designed primarily for the purpose of moving personnel about. There have been a few instances, of course, where the cargo function was considered in design, but at best we have always ended up with a compromise airplane.

The modern Air Force logistic concept requires the employment of a *true logistics airplane*, designed specifically as a cargo carrier, uncompromised for any other purpose. With the ever increasing use of air transportation in our logistics systems, we can no longer afford the penalties imposed upon our materials handling system and procedures by the use of an all purpose airplane. In the design of cargo transport aircraft, every detail must be pointed toward maximum efficiency and economy in the handling and delivery of cargo to its destination.

In recognition of this concept, responsible elements of the air staff are now engaged in the preparation of a general requirement for a complete physical handling system to fit into the modern Air Force logistics concept. This system's approach should provide the Air Force at some future date with the airplane, handling equipment, vehicles—the complete handling system—necessary to make it a useful tool. And the whole of all the elements of the system will progress in unison. We don't intend to build an airplane and then find the floor will not support our loading equipment or our containers will not pass through the doors.

This physical handling system will provide for the development of stand-

ard equipment, pallets and containers in various sizes built around some standard modulus. Remembering that the tiedown operation of palletized cargo consumes some 50% of the handling time, we must provide a standard system of pushbutton locking in place of our various pallets and containers.

In this physical handling system we're talking about, every item of handling and transportation equipment must possess *common* characteristics. We must build into every member of the family the capability for interchanging loads. We can't rearrange the cargo load each time it is transferred from one mode of transportation to another nor can we use a different tiedown system for each mode. But, above all, the dominant characteristic that must be borne in mind from drawing board to completion of the end product is the ability to expedite the movement of cargo.

This article has attempted in a few words to demonstrate the significance of air cargo in relation to the overall Air Force logistics program. There has been too much of a tendency among our air cargo aircraft design people in the past to ignore this significant relationship. In our zeal to isolate and solve the individual technical design problems facing us daily, we have sometimes lost sight of our objective—an airplane designed to mesh with the other elements of the whole logistics system. There does not exist a pure cargo aircraft design problem today. Other elements of the logistic system are always present.

### Quality Over Quantity

Nearly every one of our nation's leaders have stated at one time or another that we will not attempt to match the Communist world—the only present potential threat to our security—with numbers, either in manpower or materiel. We are to rely on quality to provide us with superiority.

This concept of quality over quantity was adopted early by the Air Force and, of course, is the objective of our modern logistics program. Our system must be flexible and of sufficient strength to meet any emergency at any time.

In the accomplishment of our broad objective of more defense for less cost, the technical knowledge of the aircraft and air cargo industries is indispensable to us. No industry is more aware that the adequacy of our defense depends in large measure upon the superiority of the products of

our American industry; or that the solution to all the problems of tactics and strategy is not sacredly reserved to the military.

In the years to come industry advice and assistance in the solution of the problems of national defense will be sought more and more frequently. National defense has become *everybody's* business.

As we move forward we shall forever be seeking advice on all sorts of problems. Today we want an air cargo system that will mesh with the logistics program. From past experience we know we'll have it, thanks to industry's fine spirit of cooperation. • • •

## TWO JUMPS AHEAD

(Continued from Page 17)

our specimens are so valuable one package may contain fish worth thousands of dollars at wholesale prices."

Airlines report the flatter packages ride more securely, stack better in the plane and make it easier for handlers to get the right sides up.

"We have tested every type of container on the market," said Oldfield. "These tests have convinced us beyond any shadow of a doubt that our package is the most practical, and every airline official who has seen it in operation confirms our belief. Our package may cost more per unit than some, but we consider the extra expenditure well worth while in getting valuable fish and fragile aquatic plants great distances without loss."

This new shipping method is so economical Sunlan even is finding it profitable to fly low-value goldfish from Miami to the Caribbean and Central America.

"As tropical fish specialists," Oldfield says, "we naturally have looked down our noses at handling goldfish. But our new package has proved it can be done economically. Our next step will be to take our packages directly to the goldfish producers and pack consignments there by our methods. We are confident we can fly these fish thus packed to Miami and then transship them to our customers to the south at a saving of greater than 50%."

Oldfield naturally declines to describe the nature of the additive which helps keep tightly packed fish alive.

The value of Sunlan's business only can be reckoned by the reverence with which airline representatives treat the proprietors.

"There is no doubt but that these troubled times are creating a rapidly developing interest in tropical fish as a hobby," says Oldfield. "And there is not the slightest doubt but that new

packaging techniques are making more tropicals available to more hobbyists at less cost. We are convinced this trend will continue to expand in the next few years at least."

Sunlan now has 120 20x30-foot concrete breeding tanks for live-bearing fish at his nurseries, and plans to install another 50 in the near future. The Miami firm ships tropicals all over the world, including Germany, once the center of production. As a result of recent contracts, the Oldfields even plan scheduled delivery service in their own fleet of trucks along points between Miami and New York.

"This service, if it can be developed," says Oldfield, "merely would augment our air shipments and tend to increase the amount of business we presently are enjoying with the airlines. We are making test runs on our personal trucking service, and if they prove practicable, entirely new markets will be developed for the benefit of all."

• • •

## CHAT WITH RENTZEL

(Continued from Page 17)

*a serious desire to go it alone? Can you give me a statement which will clear the air once and for all?*

A. You can tell this to your readers: Slick is in business to stay.

*Q. What practical form of activity is Slick undertaking to impress the shipper with this fact?*

A. Well, there's our cargo blitz. It's a carefully planned method of concentrating on a single industrial area at a time. Publicity, advertising, sales—all work as a team to achieve the result. Their purpose in each area is to saturate it with the name Slick—what it should mean to the shipper, what it can do for him, and so forth. There's no use denying that the merger affected us—just as it probably did Flying Tiger. Now we're working hard to get the shipper back. We have even turned down charters to serve regular shippers. I see it as the only long-range way to prove our point.

*Q. And what have the results shown?*

A. The cargo blitz is in progress now. I can tell you that preliminary results have given us much encouragement. We have every reason to feel confident about the future.

*Q. What does the new management of Slick hope to do that the old one apparently could not or did not do?*

A. First of all, let me say that the earlier company did a fine job under many difficulties. I'm sure you know all about that. It was Slick Airways that started cargo space reservations and guaranteed service in the United

States. Before the merger, we sold much of our equipment. That was part of the deal. And when the merger fell through, Slick ended up at the short end of the stick. The new management was brought in to try out several new ideas. What we want to do is for Slick to provide honest competition to all the airlines.

*Q. Would you be good enough to give us one or two specific examples of what your company is doing along the lines you have just mentioned?*

A. Take the problem of sales, for example. Our sales staff is undergoing a thorough overhauling. The men are being retrained in order to get them to put their best foot forward where the shipper is concerned. They must be able to talk the shipper's language. They must be able to represent Slick to the shipper as intelligently and as professionally as possible. They must not only know rates and schedules, but the hidden economic advantages of air freight which often are neglected selling points. We are setting up a Special Projects Division which will unearth the shipping problems of certain industries, study them, and offer practical solutions to our mutual profit. There's much to be done here.

*Q. What about aircraft? You'll need more than you have now, isn't that true, Mr. Rentzel?*

A. We certainly need more planes. We hope to double our fleet soon.

*Q. If the British were to come through with an airfreighter that would give better performance than a comparable American plane, would Slick consider buying it?*

A. If it performed well and we could make more money with it, why not? But I've examined the British market. They have nothing now. Maybe the cargo version of the Britannia—we'll see.

*Q. What about the Bristol Freighter?*

A. The Freighter doesn't provide us with any advantage over the C-46.

*Q. From where you sit, Mr. Rentzel, what would you say will be the greatest boon to the future of air cargo?*

A. Take the business out of the hands of the aviation people and put it in the hands of transportation people. • • •

## SCOPE OF BUSINESS

(Continued from Page 19)

than the revenue hours logged by all the scheduled airlines, domestic and international; it was 42 per cent of all the flying done in the general United States aviation picture. The flying businessman traveled a distance equal to 1,800 trips to the moon. And while total operating costs amounted to \$35,-



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The same thing is true of the Beech Aircraft Company, at Wichita; of the Boeing plant at Wichita; and of the Electric Service Engineering Company (ESECO) at Joliet, Illinois. The ESECO account alone, in fact, has more than justified the expense of the airplane."

"There are other things," Cook continued. "We've found that our customers like the idea of meeting us at the airport, having lunch and doing business that can be done in a hurry in a hurry. They like the quick service we can give them now, and they've become accustomed to it."

"Also, when you fly your own airplane, you rarely stay overnight. I like to entertain. I regard most of my clients as good friends, and I enjoy spending an evening with them. But when you travel a long distance—by car or train or commercial airline—your customer often feels bound to spend much more time with you than is really necessary; a lot of them feel that it would be less than polite not to accept an evening of entertainment, even though they sometimes don't feel any more like it than you do after a long day of work. When they know you're flying your own plane, they don't mind telling you if they just don't feel up to an evening out. Since we've been flying, we've cut down a lot of entertainment, hotel and food bills."

Since the Ken Cook Company has owned and operated its airplane, the executive offices have been moved from the plant to one end of the terminal at the Maitland Airstrip in downtown Milwaukee. These offices are not more than seven minutes by automobile from the plant, nor more than a few hours by air from such widely separated account cities as Pittsburgh and Kansas City.

"I can make a phone call," says Cook, "and be in the air—to anywhere—10 minutes later. Once I called the Marathon Company, at Wausau. We hadn't been getting any business from them because we hadn't been able to call on them. I was told that the man I had to see would have a free half hour beginning at two o'clock that afternoon. I flew to Wausau, and at 2:30 I walked out of his office with a substantial contract."

Cook cites the RPM Company of Lamar, Missouri, as a kindred spirit in aviation.

"RPM has its own airstrip," he says. "They developed a new model mower, recently, and they wanted some books on it, fast. They flew it from their airstrip to ours. We took it from the airstrip to the plant, tore it down, photographed the parts, wrote and printed the copy, produced the books and flew

## IATA 10th Anniversary

HAVANA—The International Air Transport Association was 10 years old last month. The occasion of the founding of the world airline organization was marked here with a testimonial dinner to Dr. Luis Machado, Cuban lawyer and diplomat, who presided over the IATA meeting at Havana on April 16-19, 1945.

Dr. Henry Gorecki, IATA treasurer, who served as spokesman at the celebration, pointed to the following achievements of the organization during its first decade:

▶ Cargo traffic has risen 70 times above prewar levels.

▶ Passenger traffic has been increased 36 times.

▶ More than 35,000 cities in every part of the world are being served by air.

▶ The individual routes of 72 member airlines have been welded into a single global air transport system.

them and the mower right back to Lamar."

So importantly has the airplane figured in the Ken Cook Company's scheme of business that all future planning is centered around it.

"We are going to build a new plant," says Cook. "It will either be adjacent to the Curtiss-Wright Airport, in Milwaukee, or next to an acreage where we can build our own airstrip. That is a *must!* We don't build until we can work that out!"

The *Bonanza* costs the company \$600 a month—for fuel, maintenance, hangar space, insurance and depreciation.

"But when you consider," says Cook, "the decrease in airline fares and train fares and auto mileage—my traveling costs alone used to exceed \$300 a month—and the new accounts we've been able to win, we make money by having the airplane. It helps us follow the old sales gospel: 'The more calls you make, the more you sell.' The doubling of gross profits in 1954 underscores this statement nicely."

The Ken Cook Company's aerial activities fit the averages stated previously; the aircraft is flown about 400 hours a year, travels about 56,000 miles. Cook's stated reasons for flying are demonstrably sound; and if his personal feelings about it are average, they may omen some startling organizational changes on the United States business scene as aviation continues to prove itself. Cook admits to an almost overpowering love for flying.

"I'm so crazy about it," he declares, "that I'm threatening to resign as president of the company to become the company pilot." He laughs when he says this. So maybe—just maybe—that's a joke. • • •

This article appears here through the cooperation of Minneapolis-Honeywell's Flight Lines.

## Civil Aeronautics Board

TWA has asked the CAB to reconsider its application for a route between India and Tokyo. The airline said it could perform this service without any cost to the United States Government, pointing to the fact that TWA has been unsubsidized since 1952. TWA stated that in 1946 it was awarded a route from India to Shanghai, but could not operate it because of Communist aggression in China. When it applied for a route to Tokyo as an alternate until such time when Shanghai might become operable, the CAB denied it several months ago by a 3-2 vote.

An agreement between Northwest Orient Airlines and New York Airways for service in the New York-Newark-White Plains area, has been approved by the CAB. Under the agreement, first-class passengers arriving or departing from New York on NWA flights can arrange to be flown by NYA's helicopter from any one of the airports at no additional cost. Tourist passengers will be required to pay an additional cost if they desire to take advantage of the helicopter shuttle.

North Central Airlines has applied for helicopter service in Southeastern Minnesota and Western Wisconsin. NCA would link 26 points with Minneapolis-St. Paul.

## Commercial Aircraft

New aircraft on tap: 10 Douglas DC-6Bs have been ordered by Northeast Airlines . . . An equal number of DC-6Bs or DC-7s has been ordered by Northwest Orient Airlines which will weigh the relative advantages of the transports for various routes . . . DC-7Cs are going to Sabena (seven), KLM (10), Braniff (seven), and BOAC (10) . . . TWA has started taking delivery of its new fleet of 20 *Super-G Constellations*. Delivery of the fleet will be completed by mid-summer.

On the basis of the Cohen Report on the *Comet I* jetliner, BOAC has instructed the de Havilland Company to proceed with the building of a fleet of *New Comets*. The *Comet I* will not be used again in BOAC's commercial service. The *New Comet* will be stronger and heavier, without sacrificing performance characteristics. The British airline was reported to have ordered 20 of the newly designed aircraft.

Panagra reports particular satisfaction with the performance of its Hi-Per DC-3s which were placed in operation in January on local flights in Peru, Bolivia, and Ecuador. These converted and modified DC-3s have enabled Panagra to "speed up flights and carry bigger loads over certain portions of its routes where local facilities do not permit the use of its DC-6 and DC-6B aircraft."

Acquisition by BOAC of 10 Bristol Britannias (see March 1955 cover) has been approved by the British Ministry of Transport and Civil Aviation. The huge turboprop airliner, which recently flew from England to Johannesburg in a total elapsed time of 18 hours and 52 minutes (flying time, 17 hours and 24 minutes), will be operated on the nonstop North Atlantic service.

According to W. A. Patterson, United Air Lines president, "the commercial jet passenger plane of 1960 will per-

form the work of 49 planes of the 1929 vintage." He said that a prototype jetliner probably will be flying within the next three years. Earlier introduction, he stated, will be prevented by the time required for stiff testing of the plane by CAA experts, as well as the time required by the airlines to make certain changes.

**Roy T. Hurley**, chairman and president of the Curtiss-Wright Corporation, recently asserted that for the first time in aviation history, manufacturers of commercial transports have a surplus of engine power available to them for the design of higher-speed airliners. During the half-century of aviation, designers have had to use the maximum output of every new engine to fulfill the requirements of bigger and faster planes. Hurley said that "today we are at last at the point in engine development where we can take a conservative approach to power plant problems, where we no longer must reach for the last ounce of power."

## Congratulations

### United States Airlines

**Central:** Carl A. Guertler, Jr., named sales representative in the Tulsa area.

**Flying Tiger:** Frank Lynott and John L. Higgins, both ex-Slick executives, appointed to the respective offices of director of freight operations and director of sales.

**Pan American:** Edward E. Bretz named station traffic manager at San Salvador.

**Slick:** Gordon M. Bain, former director of the CAB Bureau of Operations, elected executive vice president.

**New directors:** Major General Fred S. Borum (USAF, Ret.) John B. Alison, and John S. Graham.



Slick's Bain  
Top Veep

### Foreign Airlines

#### Air France:

Henri J. Lesieur, general manager in America, promoted by French Ambassador Maurice Couve de Murville to the rank of Officer of the French Legion of Honor.

**Avianca:** H. Max Healey, commercial vice president in Bogota, appointed resi-



Avianca's Uccros and Healey  
New Jobs

dent vice president for the United States . . . Juan Uccros, general representative in the United States for the past five years, elevated to the post of traffic and sales manager of Avianca's International Division.

**BOAC:** Robert Ritchie, cargo sales officer in the United States, has retired. He has been succeeded by Wilfred Greenway, former senior sales representative in the New York cargo sales division . . .



BOAC's Ritchie and Greenway  
Predecessor and Successor

**H. Laird Loftis** appointed district sales manager in New York . . . Brian Griffin named to the newly created position of advertising executive . . . William J. Moore appointed cargo sales representative in Manhattan.

**Sabena:** Fernand J. Martens, who for the past nine years has been an outstanding success as general manager for North America, transferred to Copenhagen where he will direct the Belgian airline's operations and sales for the Scandinavian countries. Acting general manager will be Guillaume Van Antwerpen, veteran Sabena man . . . Andrew A. Burns, ex-New York district manager for SAS, named assistant to Peter A. De Maerel, Sabena's general sales manager for North America . . . John Young, Jr., formerly with Resort Airlines as New York district sales manager, appointed agency and interline sales manager.

### Aircraft

**American Helicopter Division (Fairchild):** Howard E. Roberts, director of operations, promoted to general manager.

### Government

**CAB:** Member Joseph P. Adams designated by President Eisenhower to serve as vice chairman for 1955.

## Facts and Figures

### United States Airlines

**American:** January freight traffic was up 10% over January, 1954, express rose 13.4%.

**Branniff:** During 1954, the airline operated 5,883,483 ton-miles of freight, express, and mail on its domestic routes, and 1,682,090 ton-miles internationally.

**Riddle:** The freight airline had its best February in history, hauling 1,892,140 pounds. Best previous figure was 1,569,922 pounds. Carriage of Florida's Winter crops to Northern markets leaped 103% over last year's figures.

**Seaboard & Western:** Commercial freight ton-miles during the first two months of 1955 increased 65% over January-February, 1954.

**TWA:** Domestic freight ton-miles flown in February exceeded the February, 1954 level by 17.6%, while express ton-miles rose 14.8%. International cargo ton-miles were 9.4% higher.

**United:** Freight ton-miles in February jumped 26% above the previous February. Express ton-miles, recording an advance of 26%, was a shade behind . . . Freight ton-miles (3,398,000) rose 36% in March, in contrast to the same month a year ago; express ton-miles (998,000) also rose 36%, and mail ton-miles (2,378,000) increased 28%.

### Foreign Airlines

**BOAC:** Central African Airways, BOAC affiliate, reported an increase of 10.8 tons of cargo in January over the same month in 1954. January, 1955 airlift totaled 90.4 tons.

**Sabena:** In 1954, the Belgian airline flew 23,013,428 ton-kilometers of freight, compared with 18,579,504 ton-kilometers in 1953. This represented an increase of 23.8%. Mail carriage rose from 3,738,992 ton-kilometers in 1953 to 4,258,587 ton-kilometers last year—higher by 13.8%.

**Swissair:** The airline handled 22% more freight last year than during the year before. Mail also rose 19%. Total revenue of the company was 35.5% higher than at the end of 1953.

**Trans-Canada:** Air freight, which earned \$2,724,368 in 1954, rose 18% over the previous year. Mail revenue, once a major source of income, was up only 8%, representing 12% of the gross.

**Varig:** The Brazilian airline lifted 42,099,152 pounds of freight and 410,901 pounds of domestic and foreign mail in 1954.

### Equipment

**Pitney-Bowes:** Profits before taxes rose from \$4,712,096 in 1953 to \$6,078,467 in 1954. Net profit rose 63% to \$2,953,467. Rentals of postage meters accounted for 46% of the 1954 income, 16% from sales of postage meter machines, 17 1/4% from sales and rentals of products other than postal meters and machines, 17 1/2% from billings for service, parts and supplies, 2% from sales of equipment to the Post Office Department, and 1% from defense sales.

## International Air Transport Association

**New York Airways** has become the first scheduled helicopter airline to join IATA. This brings to 72 the number of airline members in the world airline organization. NYA will be an associate member, and as such will not vote on fares and rates matters in the IATA Traffic Conferences.

## Live Cargo

**India's recent decision** to place a ban on the export of monkeys used for poliomyelitis research in the United States has been changed to allow restricted shipments. Orthodox Hindus, to whom the monkey is sacred, were aroused when it was

learned that a shipment of Rhesus monkeys was suffocated at London Airport as a result of what was charged to be bad handling. They forced the Indian Government to impose the ban. The success of the Salk vaccine played an important part in altering the decision.

**KLM recently offloaded** a New York-bound Indian tapir at Schiphol Airport, Amsterdam, where it underwent an emergency operation. Two feet of intestines were removed. After a few days' convalescence, the animal continued its flight to destination.

"Horse nibbled on some of the plastic bags, tearing same, and getting hay on vegetables." So reported Martin Zager, Riddle Airlines' station manager at Idlewild. Zager's report was the result of a Miami claim. Seems an unimaginative cargo handler stacked a load of fresh vegetables right under the sensitive nose of a horse. Said Riddle: "No horse will have it so good again, you can bet."

## Materials Handling

New York will be host to the 10th anniversary national meeting of the Society of Industrial Packaging and Materials Handling Engineers, September 19-22. It will be the first time that the SIPMHE event will be held in that city.

General Exposition chairman will be R. Chester Reed, supervisor of packages and shipping, The Texas Company. Allyn C. Beardsell, vice president and manager of the New York Laboratory, Container Laboratories, Inc., heads the Packaging and Materials Handling Short Course. Chairman of the 1955 Competition will be Wilmer J. Balster, president, The Don L. Quinn Company.

## Military Aircraft

Fairchild has developed a new flight-opening cargo door which has been installed on a production model of the C-119. It is undergoing preliminary flight tests. The result of lessons learned in the various military airlifts, the new door is movable in order to meet a variety of in-flight operational situations. It represents a sharp departure from the designs currently employed by other cargo planes. Cargo doors are operated hydraulically and may be controlled by the pilot, copilot, or at a crew station in the cargo compartment. It is reported that Fairchild will retrofit more



Fairchild C-119  
Improved Cargo Door

than 100 C-119s with the new doors. Said Fairchild:

"With the new door system, the bottom section may be retracted into the upper section while in flight to provide an opening for paratroop operations or the release of resupply bundles. A second in-flight configuration allows the entire upper sec-

tion of the door to be raised to provide an unobstructed opening the height and the width of the fuselage for the airdropping of heavy equipment and supplies. During ground loading and unloading operations, the versatile doors may be positioned to meet virtually any loading situation. In all cases, regular cargo-handling systems may be used."

**The Air Force** last month sent its first 440-mile-per-hour turboprop Lockheed *Super Constellation* (Army designation, YC-121F) into the air on its maiden flight. Called "the world's fastest propeller-driven transport," it can airlift a total of 18 tons of cargo, or fly 106 passengers, or combinations of both. Range of the new transport depends upon the load carried. It is designed to fly 20,000 pounds a distance of 3,000 miles at long-range cruise and still hold fuel reservations for extra hours of flight. Absolute range is 4,000 miles.

**The first production version** of Lockheed's C-130A *Hercules* turboprop transport (see February AT) has rolled out of the Marietta, Georgia, plant ahead of schedule. With a cargo compartment wider and longer than a standard railroad boxcar, the huge aircraft can lift up to 20 tons.

**Another "first production"** transport—the Blackburn *Beverly*, for the Royal Air Force—has made its maiden flight. Commercial version of this plane is the *Universal*. Payload is 50,000 pounds. Cargo compartment measures 40' x 10' x 10'. Top speed is 238 miles per hour.

## Military Transport

**The Air Force** has announced the establishment of four USAF District Traffic Offices. Officials of the Air Materiel Command said that these offices are designed primarily to provide the Air Force with a field organization to control the movement of Air Force cargo and personnel under emergency conditions. As a secondary function, they will provide technical transportation and traffic management services to all Air Force shipping activities within specified geographic areas.

The USAF District Traffic Offices will be located at Olmsted Air Force Base, Pennsylvania; Tinker Air Force Base, Oklahoma; Norton Air Force Base, California; and Robins Air Force Base, Georgia. They will be under the jurisdiction of the AMC commanders whose headquarters are at these installations. All of the offices will be opened by early fall. The first is now in operation at Olmsted.

AMC officials pointed out that the establishment of the USAF District Traffic Offices represents another step in AMC's program to decentralize operations from headquarters AMC at Wright-Patterson Air Force Base, Ohio, to the air materiel areas. They added that the functions which are being assigned to these offices can be more effectively performed in the field. Both the emergency control and traffic management service functions of the new offices fall within this category.

The Air Force moves more than 500,000 tons of supplies and equipment each month. The new offices will introduce new efficiencies and economies into the management of this traffic and, at the same time, will establish the necessary procedures to avoid congestion of highways, railroads, waterways, and terminals in the continental United States caused by the shipment of Air Force's materiel during emergency periods.

**Four years of successful airlift** operations to Thule Air Force Base, Greenland, was recorded recently by the Atlantic Division of the United States Air Force's Military Air Transport Service. MATS crews have completed over 4,500 flights to this strategically located Air Force base at the "top of the world," since the airlift started in 1951, and in the process compiled a remarkable safety record.

"More remarkable," according to Major General Emery S. Wetzel, Division Commander, "when you consider the extreme temperature and weather conditions encountered by our crews while flying at all hours day in and day out over some of the most hazardous terrain in the world and with maintenance personnel working in 40 degrees below zero temperatures."

In its initial phase, this Arctic airlift was a major factor in expediting construction of the multi-million-dollar air defense base. Four years and thousands of flights later this airlift continues to furnish vital support since Thule is ice-locked nearly ten months of the year. In establishing and conducting the airlift MATS fliers have overcome many obstacles peculiar to Arctic operations and contributed much to the knowledge of polar navigation, weather forecasting, maintenance and operations in the polar region under extremely adverse conditions.

The airlift originated as a part of the then labeled Operation Blue Jay. At the very start, the North Greenland base 700 miles north of the Arctic circle was only a weather station, a few shacks and a gravel landing strip adjacent to the Danish settlement of Thule. Today, through joint American-Danish cooperation, Thule Air Force Base is Greenland's largest population center with some 3,000 personnel living and working year around in heated and well-insulated buildings keeping airplanes flying and radar working guarding the Eastern approaches to the United States against possible enemy attack. Planes and crews of the Military Air Transport Service continue to fly daily from bases along the East Coast of the United States helping the military personnel of the Northeast Air Command stationed at Thule.

## Rates

**Sabena:** The value surcharged has disappeared. A valuation charge is now assessed on shipments for which the "Value Declared for Carriage" is more than \$7.48 per pound. The consignor must in all cases declare a value for carriage, which may be in any amount. If no specific amount is shown, the term NVD (No Value Declared) should be used. Minimum valuation charge is 28¢. The foregoing affects both general commodity and specific commodity rate shipments.

**United: Office machinery**—Freight rate has been reduced 20% on shipments of 100 pounds and over moving from San Diego, Long Beach, Los Angeles, San Francisco, Oakland, and Portland, to Chicago, New York, and other major eastern points.

**General commodities**—Rate reductions of from 4% to 8% have been placed in effect on all general commodities shipped between Honolulu and 79 Stateside cities.

**Advertising matter, aircraft parts and accessories, apparel, auto parts and accessories, biologicals, confectionaries, chemicals, cosmetics, dairy products, drugs, elec-**

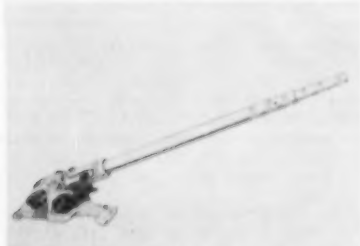
(Concluded on Page 34)



## NEW EQUIPMENT

### FOR THE *Shipper & Carrier*

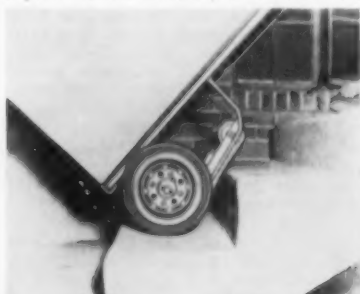
**Gerrard Steel Strapping Division, United States Steel Corporation:** A newly developed Flat Steel Strapping Stretcher (Model 48) which accommodates 2" x .050 Flat Steel Strapping, has been announced. Through extensive development and research the Model 48 2" x .050 Stretcher incorporates principles eliminating objections heretofore found to be time-consuming and fatiguing in manually op-



erated equipment. It is reported that the conveniences found in the Model 48 will effect savings in operating time with reduced application effort, in addition to the following features: ease of carrying; free wheeling feature of tension drum for easier threading; a frame gripper locking in open position for easier threading; tension handle repositioning feature; easy removal of stretcher from strap after completion of tie; extension handle for added leverage in tensioning when necessary; ease of maintenance due to long life parts and four faced gripper.

#### **Nutting Truck & Caster Company:**

A new line of trucks, equipped with non-mar and easier operating stair glides, has been announced by the manufacturers: Their glide assemblies are equipped with rubberized fabric V-belts which cannot damage in any manner stairs having finished surfaces; for less effort going up or down, the glide assemblies are positioned to permit a smooth movement parallel to slope of curbs or stairs, rather than the



intermittent raising and lowering of the load as with conventional glides. These trucks handle cases, crates, cartons, kegs, bags, drums and barrels. Of all electrically welded tubular steel with choice of single or double handles, and open or solid plate noses in 5", 7" or 9" lengths. Frame size: 14 x 47" high with choice of 6" or 10" roller bearing, semi-pneumatic

rubber tired wheels for both outdoor and indoor use.

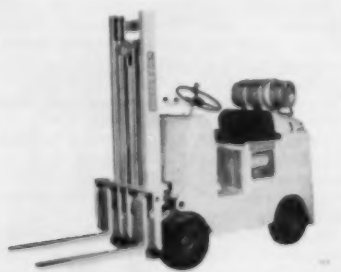
**Directo-Truck Co., Inc.:** A two-wheeled hand truck that travels sideways as readily as it travels forward, and can be kept going in a straight line either way, has been introduced. The new work-saving device, tradenamed the Directo-Truck,



eliminates the problem of wheeling wide loads, such as long boxes, pipe, lumber or steel, through narrow aisles and doorways or onto motor trucks, the manufacturer claims. When a load will not fit the opening ahead, tripping a wheel-shift lever on the Directo-Truck turns and locks the wheels so that both loaded truck and operator can slip through sideways. Material that previously had to be hand-carried through narrow openings or from loading docks onto trucks, because of its length, can be left on the Directo-Truck and transported almost effortlessly wherever wanted, the company said.

The new unit is designed for quick connection of two accessory wheels, converting it into a four-wheeled truck when desired. It has a recommended load capacity of 750 pounds. It is constructed of 3/4" steel pipe braced with heavy steel plate and 6" Texite roller bearing wheels of 1200-pound rated capacity. Larger wheels are optional at extra cost. The wheels swivel, when shift lever is moved, on two circular races of ball bearings, permitting easy change of directions under full load. Overall dimensions are 22" x 47"; weight, 56 pounds.

**Towmotor Corporation:** All lift trucks are now sold in both gasoline and LP Gas models. Many refinements have been incorporated in the Towmotor L P Gas



fuel system to make it one of the most efficient fuel systems in the field, C. Edgar Smith, president, said.

Among the advantages of the L P Gas system, Smith said, are lower fuel cost, longer engine life, complete fuel combustion which prevents oil dilution and

much "downtime" caused by carbon deposits, no engine knock, longer spark plug life, more mileage from oil, minimum carbon monoxide and safer operation. L P Gas, which averages from 2¢ to 7¢ less than gasoline per gallon in cost, also offers more efficient engine operation due to perfect vaporization of fuel, higher octane rating, uniformity and cleaner burning, Smith added.

As for the new Model 500 and 500-D fork lift, Towmotor is calling it "the most maneuverable and compact 5000-pound fork lift truck ever made." Claimed to have the compactness and maneuverability previously found only in fork lift trucks with considerably less capacity, this new unit "answers a definite need of many users for a more powerful, yet compact and



maneuverable lift truck to handle loads up to 2½-tons." It is available currently in both gasoline and Diesel-powered models, and is designed with a turning radius of only 81-inches and will operate smoothly in aisles 69-inches wide.

**Allied Manufacturing & Sales Company:** The newly developed Grand Standard Telescope Lift King has been designed to speed up heavy loading and stacking in shipping departments and warehouses. It requires only one man to handle loads up to 3,000 pounds with ease and safety. Hydraulic lift, powered by two Standard 6 volt batteries or electric motor, this streamlined fork or platform lift stacker is capable of lifting from floor level to heights up to 100'. The Grand Standard Telescope Lift King, with eight-inch roller bearing Texit wheels and stationary position locking device, has been developed for the purpose of easier floor or truck loading and faster unloading. No slings, tongs or chains are necessary.







The numbered paragraphs below correspond with the numbers appearing in the coupon in this department. To order one or more pieces of literature, or other types of materials, at *absolutely no charge to you or your firm*, just encircle the corresponding number in the coupon, fill in the required information, and mail it in. *Air Transportation* will do the rest of the job.

**1** A new catalog which highlights various applications of cushion pads and blankets where shock, abrasion, marring, freezing, or dust presents a shipping or warehouse problem.

**2** How to Enter Canada, a valuable little booklet which provides complete information for visitors to that country.

**3** Is your company plane planning a business flight to Canada? You'll want to have this informative booklet, *Admission of Aircraft to Canada*. Includes regulations, airports, map, etc.

**4** Groups are invited to borrow KLM Royal Dutch Airlines' newest color film, *Meet the People*, which required more than 77,500 miles of air travel to produce. It tells the story of the importance of each KLM employee's role in running the world-wide airline.

**5** Here's a new eight-page catalog illustrating and describing Elwell-Parker's line of fork trucks, high- and low-lift platform trucks, and crane trucks.

**6** New bulletin describing and illustrating the Yale Warehouser Electric Truck with Extend-a-Forks.

**7** A comprehensive 64-page catalog illustrating and describing Hamilton's complete line of hand trucks, dollies, platform trucks, skids, etc. Includes full technical data and specifications.

**8** Streamline your office operations. Here's an interesting booklet providing full information on a small folding electric machine which will free your employees for more important work.

**9** Interesting case histories are featured in the latest issue of *Material Handling News*. All well illustrated.

**10** Samples and price list of pressure sensitive paper adhesive tapes.

**11** A handsome brochure describing the engineering and manufacturing facilities of Air Associates, Inc. Should be of interest to executive aircraft owners and operators.

**12** *Facts About Fork Trucks—The Gas vs. Electric Question*, an interesting folder which presents an objective study of the capabilities of gasoline- and electric-powered fork trucks operating under normal conditions.

**36** Air Express International Corporation's International Memo Tariff No. 12, including general and specific commodity rates and charges.

**37** A catalog listing of 140 up-to-date books on traffic and transportation is offered.

**38** *How to Pack It*, a 30-page book describing and illustrating a dozen different styles and more than 70 types of corrugated boxes for a variety of products. An excellent source for ideas.

**39** A 16-page brochure describes Hyster Company's new RC-150 Model, 15,000-pound capacity lift truck. Includes action photos.

**40** Here's a handy slide chart which graphically illustrates KLM's multi-stopover travel plan. Includes destinations, rates, etc.

**41** An attractive illustrated booklet reviewing the 10 years of air freight history of American Airlines, first carrier to offer a scheduled air freight service to the shippers of this country.

**42** The construction and operating features of the new Pallet Ox low-lift electric pallet truck are described in a new illustrated brochure.

**43** *Electric Trucks for Special Applications* describes and illustrates 10 different truck models. This bulletin also features special attachments, designed to make the job easier.

**44** The Yale Zephyr Hand Lift Truck is pictured and explained in a newly revised four-page booklet. Also included in the booklet is a table providing specifications for the various model numbers.

**45** Newly revised Consular Documentary Requirements and Charges for international air shipments are contained in a brochure issued by Air Express International Corporation.

**46** *Industry's Flying Partner*, a 20-page booklet on air freight, contains valuable information for shippers. The booklet, issued by United Air Lines, discusses various aspects of air shipping. Illustrations include some of United's new cargo-liners.

**47** It's often that you require exact copies of your reports, traffic and sales data, records, etc. Here's an attractive brochure providing all the data on Copease, "the world's first office copying machine."

## New Items This Month

It is the policy of the editors to retain each *Come 'n' Get It* item for a period of three months.

The items added this month are numbers 1 to 11 inclusive, and 89 to 99 inclusive.

**48** *Movement of Life* is the title of a new 20-minute, 16 mm motion picture which depicts the scope and variety of jobs done by conveyors. Primitive methods of materials handlings are contrasted with modern mechanized movement—automation and mechanical handling. The film shows how the development of civilization has depended on controlled movement. Want to borrow it free of charge? Just use the coupon.

**49** Handsome brochure describing Glue-Fast Equipment Company's new-model BX Label Gluer. Designed to cut costs in labeling products and shipments.

**50** Complete details on a hand truck designed to move loads of up to 500 pounds up and down stairs and ramps with ease.

**51** Just off the press—*The Progressive Shipping Service for the Progressive Businessman*, an attractive, illustrated brochure outlining the air freight services of Trans-Canada Air Lines. Gives you all the whys and wherefores of shipping by air.

**52** Another interesting little booklet by Trans-Canada Air Lines—*The Inside Story of the Viscount Propeller-Turbine Skyliner*.

**53** Illustrated details on the two-ton Truck-Man Model Y-40 high-lift fork truck designed for efficient outdoor operation.

**54** Swissair has produced a handy little folder on air freight facts, including transatlantic cargo rates.

**55** Going to Cuba? Here's a profusely illustrated magazine, *Travel Cuba*, which will give you the lowdown on everything.

**56** Baffled by the sudden flood of unfamiliar "engineeringese" loosed by the advent of automation? No need to

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67	68	69	70	71	72	73	74	75	76	77
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Place a circle around your selection.

be. Here's the world's first *Automation Dictionary*, and it's your for the asking. Covers some 87 words and phrases born in the language of engineers, now moving into the lexicon of the layman.

**57** Write for Air Express International's Domestic Memo Tariff No. 2.

**58** The Raymond Corporation's new 24-page catalog illustrating and describing its complete line of electric trucks for materials handling.

**59** How to Operate a Lift Truck—this is the sixth edition of this popular 24-page booklet—is available again. Makes effective use of the cartoon technique.

**60** Here's another one of those smart little booklets produced by REA's Air Express Division—*Aerop's Stables*. Tells all about air express in a painless, enjoyable manner.

**62** The ABC of Weighing Equipment, an illustrated brochure covering the products of Detecto Scales.

**63** Don't Underestimate the Ounce is another handy little folder devoted to weighing equipment. Shippers will be interested in the suggestions contained therein.

**64** Fight the Concealed Costs of Doing Business is a valuable booklet on mailing and business machines which should be of particular interest to cost- and speed-conscious shippers.

**65** What's your mailing problem? Before you answer, read *So You Have No Mailing Problems?*

**66** Shipping and export departments have taken to the electric typewriter with a vengeance. Here's a colorful brochure which tells how the electric typewriter has increased production as much as 14%.

**67** All you want to know about packing tape printers—how it works, what it does for you, prices, etc.

**68** Here's a catalog for the shipping department. Contains all products necessary to get that shipment out in proper form. Well-illustrated, plus specifications.

**69** Administration of the functions of production management requires many records and reports. Read IBM's *Manufacturing Control* which highlights the flexibility of the company's business machines and methods which permits each installation to meet individual needs.

**70** Time-saving in calculations is an important factor in business. Write for descriptive material on Olivetti's automatic printing calculators.

**71** What shipping department and business office cannot use modern file equipment? Here's full data on the Ferris rotary file.

**72** Wings for Industry is an 18-minute film depicting the movement of freight via Slick Airways. Narrated by James

Stewart, the film is available on loan for group showing, free of charge.

**73** Slick Airways' Tariff Memo No. 2, including recent changes in East-bound rates, as well as pickup and delivery rates and numerical list of commodities.

**74** How to Select the Right Numbering Machine or Metal Dater for Your Needs, a comprehensive illustrated catalog of Force numbering and dating devices.

**75** Descriptive literature on the Thermo-Fax copying machine which will give you dry process copies of your valuable forms and papers without the use of chemicals.

**76** All about Dictaphone's Telecord Dictation System, particularly valuable for shipping and receiving docks of manufacturing firms, department stores, etc.

**77** Latest issue of *Materials Handling Illustrated* which contains documentary photo-stories outlining handling problems and their solutions.

**78** Shippers and other executives will be interested in reading the descriptive literature on Flexitrol, a visual method of keeping tabs on the progress of all shipments and the movement of personnel. Valuable, too, for inventory control, sales, administration, etc.

**79** Businesses have various uses for counting and tabulating machines. This brochure describes the products of a manufacturer producing everything from hand tally clocks to manual tabulators and sales order analysis machines.

**80** Do you have confidential and obsolete records and papers that need destroying? Here's a leaflet which tells about a shredder that does the job quickly and effectively.

**81** All about the Impact-O-Graph, an instrument that records the magnitude and direction of an impact in all directions. Helps to evaluate cushioning and packaging materials, and can track down damage to shipments.

**82** Attractive folder on Drumpak, a versatile container that can be designed in any size or style to protect various products.

**83** Catalog of equipment for the modern shipping office—files, desks, cabinets, etc.

**84** More and more are businessmen relying on electronic devices to turn out more work in less time. Here's information on how to solve those dictation problems.

**85** Here's information on an unusual felt-tipped pen designed for the man whose job it is to address shipments. This marking device comes in various sizes.

**86** If you're outfitting a new office, you'll want to look at this catalog which features all types of modern office equipment, as well as the line of Arnot Partitions.

**87** Available to you is an interesting brochure on pressure sensitive industrial cloth tapes which specifies 16 different applications. The brochure includes sample swatches of tapes, with thickness, adhesion per inch, and tensile strength of each.

**88** Information on a gun staple-tacker which comes in particularly useful in fastening protective lining and padding inside shipping containers.

**89** Complete details on a new line of hand trucks designed to move smoothly up and down stairs without damaging them. These trucks can handle cases, crates, cartons, kegs, bags, drums, and barrels.

**90** The American Material Handling Society will furnish information on its own operations to any reader interested in the organization's work.

**91** Here's a new folder which provides a highly informative analysis of the pros and cons of industrial truck leasing, including effects on working capital, tax considerations, lease as a hedge against inflation, write-offs in big profit years, short-term requirements, etc.

**92** Ten Reasons Why People Fly—an excellent, illustrated booklet produced by Northwest Orient Airlines. The business air traveler will find this interesting.

**93** Every businessman is vitally interested in better mail service. Write for the interesting, informative booklet, *Today's Experiment in Better Postal Service*.

**94** Now available is the new 1955 catalogue of material handling equipment produced by the Federal Fibre Corporation. Includes trucks, boxes, etc.

**95** Free for borrowing—a 22-minute color film produced by Sabena Belgian World Airlines, *Beautiful Belgium*. Covers all of that country's historic cities and their points of interest.

**96** Here's another Sabena film—*The Helicopter Goes to Town*—26 minutes long. Sabena, which operates the world's only international helicopter service, highlights its unique operation which has linked Belgium, Holland, France, and West Germany by helicopter. May be borrowed.

**97** We recommend this valuable little booklet—*How to Merchandise with Corrugated Boxes*. Executives take note.

**98** Of course, you want to cut shipping costs. Here's one important way. You'll find it by reading, *How to Cut Costs in Your Shipping Room*. It's an easy-to-read, illustrated booklet.

**99** Varig, the Brazilian airline, is preparing a list of readers who would like to be placed on its mailing list for various types of informative literature. Interested persons are urged to circle this number.

## RATES

(Continued from Page 31)

trical equipment, fabrics, film, florist stock, fruits, leather and leather goods, machine and machine parts, medicines, nursery stock, sporting goods, toilet preparations, vegetables and vegetable plants.—Items moving from Washington, D. C., to Los Angeles, Long Beach, San Francisco, and Oakland have been cut 3½% per 1,000 pounds minimum; 11% per 2,000 pounds; 14% per 3,000 pounds; 16% per 5,000 pounds; 17% per 10,000 pounds.

## Schedules

**Japan:** Westbound schedule of Japan Air Lines now includes a three-hour lay-

over in Honolulu . . . DC-6B flights between Tokyo and Hong Kong have been increased from two to three a week. Tokyo departures are on Sundays, Tuesdays, and Thursdays; from Hong Kong, Mondays, Wednesdays, and Fridays.

**Scandinavian:** SAS has upped its transpolar service between Los Angeles and Copenhagen (to European points) to three flights a week. Two flights have been operated since last November 15. Cargo lift on these flights goes up to three tons a week.

**Tasman:** Weekly flights between Suva and Tahiti have been inaugurated by Tasman Empire Airways, BOAC associate in New Zealand. The service is via American Samoa.

## CAB EXAMINERS

(Continued from Page 4)

Paul Manta Air Services; Royal Air Services; Sourdough Air Transport; Trans-Alaskan Airlines, Inc.; the Unit Export Co., Inc.; U. S. Aircoach; Western Flying Service, Inc., and World Wide Airlines, Inc. (formerly Pearson-Alaska, Inc.).

The examiners' recommendations earned a scathing attack from H. B. Johnston, president of the Aircoach Transport Association. Twenty-four of the 28 ACTA members affected by the examiners' action are among those which would be designated as supplemental air carriers. Johnston called the "death sentences and heavier bars for the noncertificated airline industry . . . beyond all reason." He said that the new restrictions which have been recommended for the 33 carriers would be "more crippling than those now in force."

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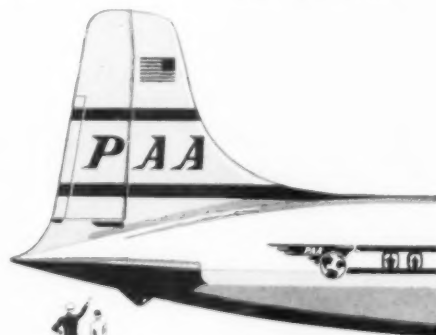
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